

Climate Outreach are Europe's leading climate communication experts

Date 06.03.17

Climate Visuals Communication and Marketing Officer

Title: Climate Visuals Communication and Marketing Officer

Salary: £25,500 - £27,250 (plus 3.5% pension contribution, if eligible)

Hours: 35 hours per week (full time role)

Contract: 18 months (with possibility to extend subject to funding)

Location: Oxford, but may be flexible

Applications due: by midnight 9th April 2017

Interviews: week commencing 24th April 2017

Role envisioned to start 19th June 2017

Overview

Climate Outreach is looking for a Communications and Marketing Officer to play a central role in developing, promoting and marketing the Climate Visuals project. You will use your communication and engagement skills, experience of digital media, marketing background and passion for communicating climate change to deliver key elements of our flagship Climate Visuals programme (www.climatevisuals.org).

With secured project funding in place until the end of 2018, the project aims to strategically change the working practices of influential visual communicators across the world, to catalyse a new - more compelling and diverse - visual language for climate change.

This is a new post and we are looking for an individual who is keen to play a key role in giving our Climate Visuals programme a strong public profile, leading on

managing digital communications and identifying marketing opportunities for additional income generation. The ideal candidate will have an enthusiasm for widening engagement with climate change; have demonstrable experience using social media and managing a digital media strategy; experience of marketing projects to generate income, have strong organisation and communication skills; be able to engage with professionals from campaigning, media and photography sectors; have good attention to detail and the ability to work under tight deadlines.

Role Description

The postholder will work closely with the Climate Visuals team and report directly to the Project Manager, but will also need to develop strong working relationships across the wider organisation (e.g. Head of Communications; and Fundraising team).

The Climate Outreach office is in Oxford, where the majority of the team are based. We are hoping to recruit a candidate who can be Oxford-based, but are prepared to consider applicants based elsewhere, depending on individual circumstances.

This is expected to be a full-time, fixed term post for 18 months (extension subject to funding). Climate Outreach aims to be a flexible employer and will endeavour to create a working environment that works for the individual as well as the organisation.

The responsibilities of the post are set out below, but as a new role it will be important for the person appointed to be flexible and adaptable as the role develops:

Digital media, Communication & Outreach

- Overseeing and managing the Climate Visuals website, including ongoing contribution to its redevelopment
- Developing materials and content for the website, including writing regular blogs, writing and gathering content for newsletters, and securing regular guest contributions from key individuals and organisations

- Responsibility for building and maintaining a digital Climate Visuals 'Community', by:
 - Growing a dynamic social media presence on Twitter and Instagram to promote the project's aims and showcase the Climate Visuals approach;
 - Stimulating participation in the 'Community Forum' part of the website
- Monitoring online traffic, including the website and social media channels of Climate Visuals and report on these appropriately
- Working with and supporting the Climate Outreach Head of Communications by synchronising Climate Visuals communications with wider organisational communications

Picture Research & Image Acquisition

- Responsibility for sourcing, licensing, uploading and captioning hundreds of new images for the Climate Visuals online image library
- Researching images, photographers and photographic agencies and outlets to obtain information for strategic partnership development

Marketing for Income Generation

- Identifying and leading on opportunities for building relationships and marketing the Climate Visuals project with the aim of additional income generation
- Supporting the project manager in creating a Fundraising Strategy for long term financial sustainability

Coordination Responsibilities

- Ensuring key project responsibilities described above are monitored and reported on to the project manager, paying close attention to timelines and budgets and the project's Aims and Objectives
- Ensuring clear communication regarding project progress with the project manager, and the rest of the Climate Visuals team
- Working with existing Climate Outreach administrative systems e.g. Google Drive and the client relationship management system (CRM system)

Person Specification

Essential:

- An demonstrable interest in widening public engagement with climate change (*assessed in interview and application*)
- Minimum of two years' professional experience of working in a media/communications role with particular preference for a focus on visual media (*assessed in interview and application*)
- A minimum of one years' experience of managing a digital media strategy (e.g. website, social media) (*assessed in interview and application*)
- Significant experience of successfully designing and delivering marketing initiatives which generate income for a project or organisation (*assessed in interview and application*)
- Excellent written and spoken English, excellent communication skills and experience of writing across a range of online communications channels, including copywriting and editing (*assessed in application*)
- Experience of, and/or interest in photography and visual communication (*assessed in application*)
- Strong IT skills; Proficient in using the latest social media tools, website software and Google Drive; docs, sheets, presentations or equivalent Microsoft Office software (*assessed in application*)
- Experience of managing website content management systems (i.e. WordPress), and online reporting tools such as Google Analytics (*assessed in application*)
- Educated to level 5 (i.e. HND/Foundation Degree) or above (*assessed in application*)
- Well developed interpersonal skills, with the ability to build strong relationships with a wide range of stakeholders
- Excellent teamwork skills as well as ability to use own initiative when required (*assessed in interview*)
- Highly organised and able to manage multiple tasks, deadlines and reporting (*assessed in interview*)

Desirable:

- Experience of working within the charity/non-profit sector
- Ability to speak a second language to an intermediate level
- Experience working with a client relationship management (CRM) system

About Climate Outreach

Climate Outreach is a politically independent think tank, and one of Europe's leading specialists on climate change communication. Our aim is to create a society where climate change and its human impacts are understood, accepted and acted upon in a manner that creates a truly sustainable future.

We have over 10 years of experience widening and broadening public engagement with climate change, and our reputation is built on our careful and consistent use of research in our projects and publications, as well as our impactful and engaging reports, workshops, training and thought-leadership.

Background to the Climate Visuals project

Despite the energy and resources dedicated to communication and campaigning on climate change, understanding of how to effectively engage people using visual images is much more limited. As a result, an easily-recognisable climate change iconography has taken root over the past 25 years: polar bears, melting ice-caps, smokestacks and (as our research shows) potentially polarising images of environmental protesters. This narrow visual vocabulary undermines the effectiveness of campaign messages, is a barrier to personal behavioural engagement, and detracts from the reach and value of journalistic reporting on climate change. A more compelling and diverse visual language for climate change is urgently required.

To address this Climate Outreach created climatevisuals.org, a pioneering evidence-based resource for visual climate change communication. Based on extensive research in Europe and the US, this acclaimed and unique resource offers

seven core principles for effective visual communication, plus an initial library of images. The project has already fostered a global network of website users; and the Climate Visuals resource informed and influenced campaigners at COP22 in Marrakech.