

**JOB DESCRIPTION**

Communications  
Manager



## About VCMI

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The Voluntary Carbon Markets Integrity Initiative (VCMI) is a task force dedicated to ensuring the integrity and credibility of voluntary carbon markets worldwide through creating a Code of Practice that governs the use of carbon credits.

By creating and advocating for clear norms and standards, we aim to provide a path for companies to accelerate credible net zero climate action. To achieve our goals, we must attract participation from corporates, governments, non-profits, and civil society organizations; and we must clearly communicate a shared aspirational vision that resonates emotionally and powerfully among stakeholders.

We launched the draft Code of Practice for public consultation in early June and it was road tested by a group of over 60 companies. Looking ahead, we will refine the document by incorporating corporate and public feedback, seek to grow adoption of the standards amongst global organisations and assess the potential for widening the scope of the Code.



## Why join VCMI?

**Our People Strategy is very simple.**

Hire intelligent, driven, skilled people who share our values and passion. Set them clear and challenging goals. Provide a supportive environment. Give them autonomy. And get out of their way.

We believe passionately in what we're trying to achieve – our work could have significant implications for the future of the planet.

This is an exciting stage in our development as we move from being a proof of concept idea to a fully incubated entity. Joining us now means being able to directly influence the way we work beyond your own role and help develop our organisational culture.

We treat our people as individuals and respect them for who they are. We believe that teams with diverse skills, backgrounds and ways of thinking create a more stimulating workplace and deliver higher quality results.

To achieve this, we recruit globally and embrace flexible working, recognising that optimal work/non-work balance is unique to you and that your personal wellbeing is the foundation of performing at your best.

# Communications Manager

Salary:	Circa £75k plus benefits
Hours:	37.5 hours per week
Location:	Location and working pattern flexible

## About the role

Our Communications Manager will be the organization's point person for developing and managing VCMI's external engagement strategy. This will be an extremely challenging and dynamic set of responsibilities, reporting to the Director of Policy and Partnerships and effectively taking ownership of all external content across all channels.

This will range from direct responsibility for the quality of our digital content and engagement, acting as point person for all media and external stakeholder communications, managing external strategic partners and essentially, developing the foundation upon which awareness and engagement with the Code of Practice will be built.

This is a new position created as a result of our team's growth. As a result, the job description is flexible, and you will have the opportunity to directly influence the scope of the work that you are responsible for beyond the role's core requirements.

## The person we are looking for

- The ability to provide structure and clarity to internal and external stakeholders and to inspire trust in others through compelling presentation of evidence, influence, and passion to drive change;
- Strong interpersonal skills, enabling you to develop an exceptional network with other communications stakeholders within VCMI's wider circle;
- Willingness to challenge concepts that aren't clear to you, in order to successfully refine technical concepts for wider consumption;
- Attention to detail in content and presentation, provided professionally and tailored to the right audience;

- Highly collaborative and actively working with non-communications specialists and help them express their conviction through effective communication tools.
- Ideally, past exposure to climate communications, in particular carbon pricing and market mechanisms, although enthusiasm to address climate change and willingness to learn is more important.
- Experience of managing junior staff and commissioning support from external agencies where appropriate, including budget and deliverable management.
- Demonstrable track record of achievement in a similar role.

## How you will make an impact

- Lead the development and execution of the external comms strategy, brand and narrative, managing external agencies and partners.
- Manage the maintenance and promotion of VCMI's digital channels, including the long-term development of our website, digital and social media content.
- Organise, support and participate in workshops and convenings with external partners and stakeholders, to support VCMI objectives and support the execution of VCMI led external events.
- Organise and deliver high-quality VCMI events and speaking engagements;
- Lead on the production and promotion of high-quality copy and PR materials across all external channels including blog posts, Op-Ed's and newsletters ensuring consistency with the VCMI communications strategy.
- Draft, review and advise on the writing of thought-leadership content such as Op-Eds, articles and speeches, as well as briefings for senior leadership ahead of external events
- Lead on media engagement and monitoring, acting as the first point of contact for press enquiries and broader external enquiries about the work of VCMI.

# Communications Manager

- Develop and maintain VCMI’s core briefing pack.
- Prepare briefings for external engagements and develop PR and media relationships.
- Identify and secure opportunities for VCMI Executive Team and representatives from VCMI’s governing bodies to deliver thought-leadership speaking engagements, articles, Op-Ed’s

## Our Employment Offer

- 28 days annual leave
- Private Medical Insurance
- Contributory Pension scheme
- Personal Wellbeing Allowance
- Personal Development Allowance
- Flexible Working Policy

## Why we might not be the right choice for you

We want our people to enjoy their time at VCMI by allowing them to be themselves and placing them in situations where they will thrive. However, that means different things to different people. We may not be a great fit if;

### – **You prefer very clear boundaries around your role and responsibilities.**

We are a small team with a simple structure that relies on flexibility and agility. You’ll sometimes be asked to stretch upwards, responsible for deliverables at the edge of your comfort zone, but you’ll also be expected to “muck in” with a high level of self-sufficiency. Your job description will evolve as the project proceeds.

### – **Personal achievements are more important to you than collective efforts.**

We want everyone to grow and succeed, but the team results always come first. This may mean at times we’ll ask you to prioritise a colleague’s deliverable over your own. Achieving our goals won’t be down to one or two superstars. It will be because we collaborate as a team, support one another, and see the best in each other.

### – **You want a clear long-term career path within an organisation.**

Our size means we cannot promise to promote everyone that joins us, but we do promise to create an environment that helps everyone grow whatever their personal goals. We know and accept that for some of our people the career ladder will lead them to other organisations. We’ll be proud of our contribution to their growth.

### – **You would prefer a role with well-established processes and solutions.**

You are likely to be the first person doing your job at VCMI. There will be an absence of explicit work instructions and process. In fact, we’ll be asking you to create these and determine the best way to deliver on our objectives.



## Our Cultural Roadmap

We understand how difficult it can be to judge an organization's culture from the outside, especially when the details are still evolving in the early stages of a start-up.

Here are some links to material that has inspired us and hopefully gives you a sense of the working environment we're looking to create.

[Forget the pecking order at work](#)

[The Leader as Coach](#)

[Fundamentals of team](#)

[Discovering Your Authentic Leadership](#)

[The Non-Profit Paradox](#)

## How to apply

To apply, please send a copy of your CV along with a cover letter to [\*\*recruitment@vcminegrity.org\*\*](mailto:recruitment@vcminegrity.org).

Role posted: 10/10/22

The Voluntary Carbon Markets Integrity Initiative (VCMI) is a multistakeholder platform to drive credible, net zero aligned participation in voluntary carbon markets (VCMs).