

# Communications Associate

**Salary:** Circa £40k, commensurate with experience, plus benefits (generous annual leave allowance, private healthcare, generous employer pension contribution, and annual wellbeing allowance)

**Contract:** Fixed term to December 2026, with possibility of extension

**Hours:** Full time. 37.5 hours per week

**Location:** Global, remote-first. Location and working pattern flexible (up to a maximum of +/- 6 hours GMT)

## About VCMI and The Coalition to Grow Carbon Markets

The **Voluntary Carbon Markets Integrity Initiative (VCMI)** is a multi-stakeholder initiative that supports high-integrity voluntary carbon markets as a tool to accelerate global climate action. VCMI works with governments, businesses, and civil society to ensure voluntary use of carbon markets contributes effectively to the goals of the Paris Agreement.

VCMI hosts the Secretariat for **The Coalition to Grow Carbon Markets**. The Coalition, led by the Governments of Kenya, Singapore, and the United Kingdom, along with a further seven government members, aims to unlock high-integrity corporate demand for carbon credits through coordinated leadership. The Coalition works to create an enabling environment for responsible private sector participation in carbon markets through sovereign guidance, enabling policy and incentives, and partnership with the private sector.

Read more about VCMI's offer and culture here: <https://vcmintegrity.org/working-at-vcmi/>

## The role

The **Communications Associate** will join a small but critical team at the heart of VCMI, responsible for delivering the Secretariat for the growing and influential Coalition to Grow Carbon Markets.

The Communications Associate will play a pivotal role supporting the Coalition's communications strategy, leading on integral communications activities and products, and coordinating important working relationships with the Coalition's member governments, partners and supporting organizations. The Communications Associate will work across a variety of communications functions, notably digital and brand, events, stakeholder management, and analysis and reporting.

They will work closely with the Communications Manager and with colleagues across the Coalition's Secretariat, including specialists on policy and engagement, to ensure the Coalition's work secures maximum impact and visibility. The role will be suitable for someone comfortable working in a fast-paced, global setting with multiple concurrent tasks

and deadlines. The successful candidate will be a team player and a confident communications professional with events, project management and digital media skills.

A portion of the Communications Associate's time will also be focused on supporting communications for VCMI's work with governments in emerging markets and developing economies (EMDEs) to facilitate effective engagement in high-integrity carbon markets, notably through VCMI's partnership with the Climate Vulnerable Forum V-20.

## Key responsibilities

The Communications Associate will execute the Coalition's communications strategy across the following areas:

### Digital and Brand

- Acting as brand guardian with ownership of Coalition-branded assets, template documents, communications guides and toolkits.
- Developing and executing the Coalition's social media strategy, including creation of creative assets (including videos and carousels), drafting and scheduling of posts, community engagement, and coordination with Coalition members, partners and supporters.
- Owning the maintenance and continual development of the Coalition's website, in line with the Coalition's communications strategy, including contract management of an external web development agency, and hands-on operation of the content management system (CMS) on day-to-day basis.
- Owning and developing the Coalition's email marketing strategy and delivery, including, but not limited to, single-story announcements, event invites and a regular newsletter.
- Facilitating the design of various Coalition publications, working with external agencies and our partners to deliver high quality branded documents.

### Events

- Supporting the delivery of Coalition events (webinars, panel discussions, plenary events and workshops) at major milestones in the international climate calendar, including COP, Climate Week New York, Africa Climate Summit, Ecosperity, and London Climate Action Week. Tasks will include speaker outreach, venue/host liaison, preparation of briefing materials and coordination with the Coalition's strategic partners.

## Stakeholder management

- Ensuring Coalition members, partners and supporters receive timely guidance on the Coalition's communications strategy, key messaging and events program.
- Ensuring communications inputs (such as quotes, logos, documents, and photographs) from Coalition members, partners and supporters are delivered on time, and captured, stored and used effectively across communications channels.

## Analysis and reporting

- Producing regular communications updates for the Coalition's reporting to members, partners and supporters, including on the reach and impact of media and social media campaigns, and events.

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

## Who we are looking for

### Essential Criteria

- Experience in communications, ideally in an international NGO, mission-driven organization or cross-government environment, that requires sound judgement and political awareness.
- Excellent written and verbal communication skills, with the ability to communicate complex information in a clear and concise manner.
- Highly organized, with strong project management and prioritization skills, and the ability to manage multiple concurrent deadlines.
- Experience supporting the delivery of high-quality, complex social media and thought leadership campaigns that increase reach and engagement across geographical regions, including experience using LinkedIn (organic and paid) and coordination of a range of partners.
- Experience supporting the delivery of high-profile, multi-stakeholder events, ideally in relation to climate, ensuring timely and high-quality preparation in coordination with venues and partners across government, business and civil society.
- Highly collaborative, with strong interpersonal skills and the ability to communicate with professionalism and tact to the Coalition's wider team, including stakeholders across government, business and wider society.

- Experience working with digital communication tools and platforms, including content management systems and digital marketing tools (e.g. WordPress, MailChimp), collaborative working tools (e.g. Monday.com, Miro, etc.), and Microsoft Office (Word, Excel, PowerPoint).
- Understanding of climate and sustainability issues, including carbon markets, nature, and international environmental politics.

## Preferred Criteria

- Ideally, experience of working in climate communications, in particular carbon pricing and market mechanisms, although enthusiasm to address climate change and willingness to learn is more important.
- Experience commissioning support from external agencies where appropriate, including developing scope of work and monitoring budget and deliverables.
- Experience of delivering events at COP or other major international climate forums.

## How to apply

To apply, please send a copy of your CV along with a short cover letter that clearly demonstrates how you meet the above selection criteria for this role to [recruitment@vcmintegrity.org](mailto:recruitment@vcmintegrity.org) by no later than 5pm on Friday 13 February. Applications will be reviewed on a rolling basis, early applications are advised.

Please ensure that the subject line of your email follows the format 'Communications Associate – FULL NAME'.

Following review of written applications, shortlisted candidates will be invited to a first-round interview. Candidates successful at this stage will then be invited to a second-round interview focused on cultural alignment. Depending on the number of applications received, there may be additional stages in the recruitment process.

Role posted: 16/01/2026