



Communications Officer

The Greenhouse Gas Management Institute (GHGMI) seeks an experienced Communications Officer who will enhance the visibility of GHGMI's course offerings and programmatic work to diverse audiences. In this role, you will be responsible for developing and executing a comprehensive communications strategy that strengthens GHGMI's brand, extends its reach, and effectively communicates the organization's impact. The ideal candidate will possess proven and diverse communications skills, excel at crafting clear and engaging content, drive engagement across multiple communications channels, and have a strong interest in promoting GHGMI's mission. This position is essential for elevating GHGMI's profile and fostering meaningful engagement with partners, stakeholders, and companies through targeted outreach and high quality messaging across all touchpoints.

ABOUT GHGMI

Addressing climate change will require fundamental societal, organizational, and behavioral changes on a global scale. The GHGMI is dedicated to creating an ever-improving professional society composed of internationally recognized, highly competent, and unquestionably ethical professionals that provide the foundation and leadership for greenhouse gas management globally.

Founded in 2007, GHGMI builds and supports a global community of experts and institutions with the highest standards of professional practice in measuring, accounting for, auditing, and managing greenhouse gas emissions, meeting the needs of governments, corporations, and organizations large and small.

We educate countries, organizations, and communities on the basics of GHG accounting, auditing, and management, train professionals to meet the highest standards of expertise and ethical conduct, and conduct forward-looking research into critical GHG measurement, reporting, and verification (MRV) issues.

GHGMI also partners with other nonprofits worldwide, public agencies, and small and medium-sized enterprises in developing countries. We collaborate with other organizations in various regions of the world to provide training in multiple languages and in ways that address local conditions.

POSITION RESPONSIBILITIES

As the Communications Officer, you will be responsible for managing all aspects of the organization's communication strategy, with a focus on content creation, social media, brand management, and occasional media relations. The ideal candidate will be a creative self-starter with experience crafting clear and compelling content, using graphic design tools like Canva, managing website content through WordPress, and ensuring a consistent message across all platforms.



Communications Strategy & Brand Management

- Help develop and implement a communications plan to increase the visibility of GHGMI's projects, programs and organizational strategic goals.
- In collaboration with programmatic team members, refine and implement GHGMI's regular communications schedule in line with the overall communications plan.
- Lead the development and implementation of GHGMI's targeted communications campaigns in line with specific program goals and conduct post-campaign reporting to measure effectiveness and gather insights.
- Guide staff on strategies for maintaining brand integrity across all platforms. This includes helping to develop brand identity guidance and assets, such as developing and maintaining style guides and report designs.

Content Creation & Social Media Management

- Develop, write, and edit high quality marketing and communication materials for various platforms including website, social media, newsletter, and occasional events, ensuring that all content aligns with GHGMI's brand and goals.
- Develop and coordinate internal processes for content creation, from staff content collection through to production and publication.
- In collaboration with programmatic team members, provide editorial support to all program content development needed for reports, project deliverables, grant proposals and reporting.
- Manage day-to-day operations of GHGMI's digital media accounts (e.g. information email, Constant Contact, website, social media) including regular posting of content, implementing paid ads, monitoring for and responding to questions/comments, social listening, and reporting.
- Bring creativity, passion, and enthusiasm for social media and online engagement to increase engagement across our audiences within the context of our brand identity.

Design, Digital Strategy, & Analytics

- Design compelling digital assets for marketing and outreach.
- Design and edit illustrations, info graphics, social media cards, and more.
- Provide basic video production and editing support for website and social media.
- Monitor media trends and emerging tools and recommend new ways to engage our audiences.
- Leverage data and analytics to provide insights and make recommendations to improve engagement and visibility of accounts and content.

External representation

- Establish and manage relationships with partner and stakeholder organizations as needed.
- Represent GHGMI externally to strengthen its profile.
- Represent GHGMI at various forums and events.



QUALIFICATIONS

This role is ideal for a professional with exceptional writing capabilities and significant experience in content creation, strategic communications, and outreach, particularly on climate issues. You should possess the following skills and abilities:

Essential skills and abilities:

- Bachelor's degree in Communications, Writing, Journalism, Marketing, or related field.
- 2+ years of professional experience in communications role developing and enhancing the digital reach, impact, reputation, and value proposition of a non-profit organization (preferably within the environmental sector).
- Proven professional experience developing, implementing, and executing a marketing and communications plan.
- Exceptional writing and storytelling skills, with the ability to clearly communicate technical topics.
- Strong digital and social media expertise, including proficiency in managing social media channels (particularly LinkedIn), understanding best practices for digital content, and utilizing analytics tools to track performance.
- Advanced proficiency with data analytics tools including Google Analytics to track, analyze, and optimize digital marketing campaigns.
- Experience with content management systems, specifically WordPress and email marketing systems, specifically Constant Contact.
- Experience with visual design and video production tools, e.g., Canva.
- Proficiency with business solutions and software such as Microsoft Office Suite, Dropbox, Asana, Google Suite and Workspace, and Slack.
- Experience producing and curating digital content for, and effectively engaging with, diverse audiences across different backgrounds and identities
- Excellent written and interpersonal communication skills to engage with programmatic staff and with external audiences, including the ability to articulately correspond with international audiences.
- Basic knowledge of, or a demonstrated interest in climate change

Qualities

- Leadership – demonstrate inspirational leadership with a passionate commitment to [GHGMI's nonprofit mission](#).
- Technical Excellence – deliver thought leadership and outstanding technical analyses in further of climate change policy and GHG accounting subject matter.
- Ownership – assume full responsibility for execution of work and delivering outstanding results.
- Integrity - demonstrate consistently high ethical standards.
- Collaboration – dive in to work with colleagues across the organization to support their work and contribute to their success.
- Entrepreneurial Spirit- willingness to take risks and consider alternative points of view.



Preferred skills and abilities:

- 3+ years of professional experience in marketing, design, content production, social media engagement, audience analysis, and/or data analytics
- Proven record of success developing high-impact, creative marketing campaigns
- Experience producing creative digital content that sparks high levels of engagement and/or experience using surveys or related tools to engage audiences in interactive conversations
- Experience using social media management, listening, and analytics tools and the ability to use metrics to inform and evolve content and engagement strategy
- Experience leveraging and collaborating with outside consultants and freelancers to fill gaps
- Impeccable organizational skills, thoroughness, and ability to multitask in a matrix-management environment and respond quickly to emerging needs
- Understanding of some of the major multinational events on the climate calendar, E.g., COP (UNFCCC and CBD)
- Fluency in other languages being a bonus

CULTURE

GHGMI is by design a remote, work-from-home organization (including during non-pandemic times). You will have the chance to learn from leading experts in the field and gain experience in large, internationally funded grants and contracts. We provide competitive compensation and a generous paid time-off policy.

Compensation: Will be commensurate with experience and within the range of \$65,000 - \$75,000. At GHGMI we recognize that attracting the best talent is key our strategy and success as an organization. As a result, our salary ranges reflect a good faith estimate to provide fair compensation based on the candidate's expertise and skills.

HOW TO APPLY

Please send your resume/CV, along with a cover letter explaining how your qualifications are a good fit and why you are passionate about this opportunity. In addition to this, include two writing samples, including a short article or website content you have developed and one example of a multimedia campaign you led or contributed to, with a preference toward environmental/science-related content.

Send directly to careers@ghginstitute.org with the subject line "Communications Officer." Applications will be reviewed on a rolling basis.

GHGMI is an equal opportunity employer and is committed to fostering a work environment free of unlawful discrimination. We conduct our recruitment and hiring without discriminating on the basis of race, color, religion, gender identity, sex, sexual orientation, national origin, age, marital status, pregnancy, physical or mental disability, genetics, veteran status, or any other characteristic protected by applicable federal, state, and local law.



GHGMI is committed to building an inclusive organization. Through our work we are committed to building a professional network that is representative of global populations. We expect staff to support our diversity commitment and to engage in anti-racism training and internal conversations to improve the organizational work environment and our delivery of work product.