



*Linking local priorities to global challenges*

## Marketing and communications assistant

### Job details

Group	Green Economy Coalition (GEC)
Reports to	Senior Researcher, GEC
Purpose of job	To provide communications support across the GEC's print and digital channels
Main contacts	Internal: Colleagues within the GEC, the Shaping Sustainable Markets Group and the Communications Group, and other colleagues within IIED External: Colleagues within UNEP, GGGI, academic, NGO and government partner organisations in the UK and elsewhere; UN agencies, international NGOs and other international organisations and national organisations working in the fields of Green economy, green growth, natural capital, inequality, informality, inclusion.
Contract type	Permanent
Hours	Full time
Location	Central London
Grade and salary	Grade 5 £29,218 - £36,258 per annum plus benefits, depending on experience

### Context

The Green Economy Coalition (GEC) is a network of over 50 collaborating organisations, with a secretariat hosted by IIED, which is based in the Shaping Sustainable Markets Group. The GEC works to supporting dialogue, exchange and adoption of policy on green economy.

The Coalition has three core activities and five policy areas. The coalition's core activities are supporting dialogue, developing communications and knowledge platforms, and supporting consensus building on effective green economy policy. The five policy areas are: Measurement (Measure What Matters), Finance reform (Moving the Money), Greening sectors, Inequality (Green Must Be Fair), and Nature (Economics for Nature).

The GEC has an ambitious three year strategy, a secure funding pipeline and a series of new projects around natural capital and national dialogues.

A big part of the GEC 2016 - 2020 strategy focuses on communicating more effectively with the people we want to reach. We want to become the home of inspiring, informative and entertaining content on the green economy transition. We are in the process of overhauling our website, rethinking our messaging, and developing first class communication products.

## Main responsibilities

### Management and coordination (30%)

- Contribute to GEC meetings, discussions and strategy sessions
- Support the team in maintaining relationships with GEC members, in particular our dialogue hub partners.
- Assist in monitoring progress against team strategies and objectives, keeping track of relevant milestones and reporting deadlines
- Provide support to marketing and outreach activities e.g. social media, strategic planning, networking
- Develop and update contact databases to ensure that they are up to date, segmented and growing.
- Support team on administrative duties with donors.
- Manage personal administrative tasks related to own work.

### Supporting GEC online/print content (50%)

- Support GEC members with writing, editing and managing existing digital and print content with new target audiences in mind
- Work with GEC members and other stakeholders to produce high quality online and print content
- Receive incoming digital content to the GEC judging when to respond or escalate as required.
- Update GEC digital content and support the running of the website
- Assist in sourcing relevant and new content for the website
- Support the promotion and marketing of content across social media and other digital channels.
- Work with GEC members to monitor the green economy agenda highlighting opportunities to promote GEC digital and print content
- Assist in production, publishing and distribution of GEC communication outputs – newsletters, consultations, and dialogue briefs
- Assist with proofreading, editing and formatting outgoing communications and work to place them externally
- Work with IIED's Communications Group, convening and attending meetings as necessary.

### Event management (15%)

- Support team in preparing for and running internal and external events
- Provide all-round communications, logistical and administrative support prior to, during and after events
- Attend events and assist with facilitation, reporting, communications and follow-up.

### Contributions to institutional life (5%)

- Participate in group and cross-organisational activities and processes as required.
- Participate in organisation-wide projects, initiatives or working groups for the development, implementation and improvement of systems and business operations.
- Contribute to strategy reviews and development through group meetings and discussions.
- Actively participate in relevant external communities of practice.

## Person specification

### Skills and experience

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	Relevant graduate degree, or an equivalent level of education	Project management qualification
<b>Knowledge</b>	Good understanding of social media  Awareness of the actors, institutions and issues in the green economy and international development sectors	
<b>Experience</b>	Relevant experience in writing and editing content to short deadlines for both print and online media  Some experience of editorial work  Experience of engaging in social media, and creating engaging content - twitter and blogs especially	Experience of advocacy and campaigning  Experience of working with journalists or in a media environment
<b>Skills</b>	Very good oral and written communication skills: Fluency in English to convey complex messages in a clear, concise and effective manner to different audiences.  Very good writing skills with a demonstrable commitment to good quality editing and an ability to write for different audiences and communications channels  Good inter-personal skills (to effectively liaise with different partners, donors, stakeholders and audiences at various levels and remotely)  Ability to work independently and as part of a team  Ability to work under pressure, prioritise workloads, multi-task, and be adaptable and flexible in a fast-paced, deadline-driven environment  Ability to problem solve, and deal with unforeseen circumstances on own initiative	Working knowledge of another relevant international language

## Behavioural competencies

Competency	Description	Level required
Delivering excellence	A concern for delivering high quality work and improving performance. Consistently looks for ways to add value to colleagues, partners and stakeholders	3
Initiative	Thinks ahead and takes decisive action to make the most of opportunities and avoid future issues	3/2
Understanding contexts	An ability to understand the organisational, political and cultural context within IIED and across other organisations / political bodies	3
Working collaboratively	A desire to work cooperatively with others to maximise the effectiveness of IIED, build knowledge and understanding and minimise duplication of effort	3