

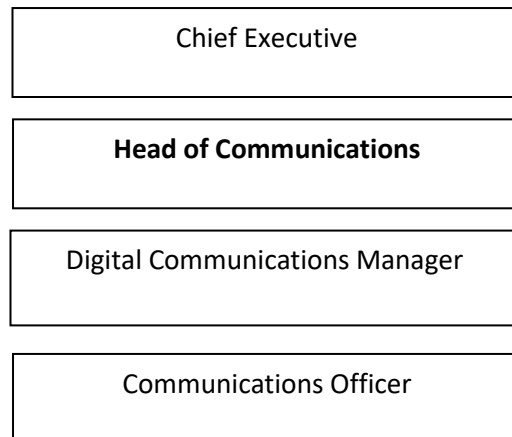
Job Title:	Head of Communications		
Unit / Department:	Communications		
Bioregional Grade:	Senior Programme Manager		
Salary:	£49,000 - £55,000	37.5 hours/ week	
Location	Based at Bioregional's offices at BedZED in the London Borough of Sutton. The role may require some overseas travel.		
Duration	Permanent		

Job profile

Main purpose of the job

To enable Bioregional to play a key role in tackling the climate and ecological emergency by sharing inspiring, practical stories and influencing wider change. The successful candidate will oversee all communications, marketing, media and stakeholder relations, as well as supporting the CEO on Bioregional's policy work.

Position within the organisation



Background

Bioregional is a charity that champions a better, more sustainable way to live. We work with partners to create better places for people to live, work and do business.

We created our One Planet Living framework in 2003 from our experiences of planning and working with others to develop the multi-award-winning BedZED eco-village in South London, where our headquarters is still based.

Using this learning, we provide a range of sustainability advisory services, focusing on helping major developers create pioneering zero-carbon communities and supporting businesses, including retailers, with their sustainability strategies.

We also widely promote One Planet Living as a simple, straightforward framework to drive system change, and we use our voice to influence policy and practice in the UK and globally. Our on-the-ground experience and creative thinking now spans five continents.

2021 year will be a big year for tackling the climate and ecological emergency. With major international climate talks planned for November, there is everything to play for. The communications team will be vital to ensuring that Bioregional plays its part in maximizing the opportunities presented by unprecedented environmental awareness and action.

The Head of Communications and Policy oversees all communications and marketing for the organisation. This includes working with our advisory teams to promote their services and expertise through digital communications and PR; overseeing events that inspire others and share practical advice, while supporting our CEO to a constructive voice to policy debates where relevant.

The Head of Communications also works with our Head of One Planet Living to help promote the use of our internationally recognised sustainability framework.

Skills and experience required

Criteria	Essential	Desirable	How assessed
Skills	<p>Developing and implementing integrated communications and marketing strategies in a B2B context</p> <p>Excellent verbal and written communications skills, including writing for different audiences, editing and proofreading</p> <p>Excellent interpersonal skills and ability to build positive working relationships across organisations and with external stakeholders</p> <p>Leadership and influencing skills with senior stakeholders</p>	<p>Indesign, Canva or Adobe Spark</p> <p>Strong public speaking skills</p>	CV, interview
Knowledge	<p>A strong understanding of communications and marketing strategy and how to effectively use multiple channels according to audience needs</p> <p>Strong understanding of brand and reputation management</p> <p>Good knowledge of sustainability issues</p>	<p>Knowledge of the retail/manufacturing, built environment or local government sector</p> <p>GDPR requirements</p> <p>Digital analytics</p>	CV, Interview
Experience	<p>At least 5 years' experience of working in communications, at least 2 of which involving team and/or line management</p> <p>Budget management</p>	<p>Working within a sustainability/purpose-led organisation</p> <p>Fundraising</p> <p>Working with the media in a PR role</p> <p>Policy advocacy</p> <p>Event management/promotion</p>	CV, interview
Commitment	<p>A demonstrable personal commitment to sustainability</p>		Interview

DUTIES & KEY RESPONSIBILITIES

1	<p>Corporate communications</p> <ul style="list-style-type: none"> • Communications strategy - Work with the CEO to develop and deliver a communications strategy to raise our profile and influence change • Marketing: Develop Bioregional’s marketing strategy, and oversee the development and implementation of integrated digital marketing strategies covering Adwords, SEO, content marketing and PR • Collateral: Oversee the development of Bioregional’s annual impact review and any other corporate communications collateral • Stakeholder engagement: Manage external stakeholder relations, including strengthening Bioregional’s relationship with our partners, prospective partners and the media • Brand stewardship: Protect and strengthen Bioregional’s brand and the One Planet Living brand, including ensuring that partners comply with brand communications protocols • Strategic projects: Lead or support corporate-level, cross-team projects, such as communicating our impact or implementing Bioregional’s own sustainability plan • Proactively create opportunities to raise Bioregional’s profile with target audiences including through PR, social media and events • Website and digital media: oversee the development and maintenance of Bioregional’s website and other digital platforms • Reputation management: identify and seek to minimize reputation risk • Policy: Support our CEO to add our voice on key policy debates • Fundraising: Collaborate with fundraising manager to ensure a joined-up approach to fundraising and communications, and look for opportunities to secure income for communications activities • BedZED tours: ensure the quality of tours of BedZED, our flagship zero-carbon community 	40%
2	<p>Communications and marketing for Bioregional projects and services</p> <ul style="list-style-type: none"> • One Planet Living – develop and implement a marketing strategy for One Planet Living services • Marketing: Supporting the DCM and service area leads to develop and deliver service and project-specific marketing strategies and campaigns • Communicating about projects: Support the DCM to develop and implement project-specific communications plans • Collateral: Oversee the development of reports, briefings, case studies and any other service area, project or partner-related communications and marketing collateral • Strategic guidance and capacity building: Provide strategic communications and media guidance across the organisation and build the communications capacity of Bioregional staff – including writing, presentation and media skills 	40%
3	<p>Management</p> <ul style="list-style-type: none"> • Member of the management team: Contribute to the overall strategic direction of Bioregional • Line management of the DCM and management of the communications team • Training and professional development where appropriate • Responsible for ensuring that Bioregional publishes an annual review of our One Planet Living Action Plan, and oversee staff engagement activities • Overall responsibility for monitoring and reporting on progress against KPIs 	20%
		100%