



Communications Director

28 May 2024

We are seeking an experienced communications professional to work alongside our CEO, to deliver on our purpose: equipping and inspiring non-executive directors to lead on climate from the boardroom.

Chapter Zero launched in the UK in 2019 and today has a membership of over 3,000 non-executive directors and senior business leaders. Our global network now has 32 Chapters across over 70 countries, with more than 100,000 non-executive directors worldwide.

Chapter Zero is a global centre of excellence establishing strategic partnerships, creating best practice, and thought leadership for local and global dissemination. Our membership of more than 3,000 includes Chairs, non-executives and senior business leaders, with representation from over 80% of FTSE 100 businesses, as well as wide reach throughout the FTSE 350.

Our business model is based on collaboration; we partner with a wide network of preeminent global strategic partners including leading management consultancies, business schools, law firms, NGOs and search firms, where the partner brings the expertise on the specific aspect of climate change and Chapter Zero translates this for the boardroom audience.

We are a not-for-profit and are philanthropically funded. We are incubated by Hughes Hall, University of Cambridge.

Our international network is managed by the Climate Governance Initiative (CGI) – an initiative developed under the auspices of the World Economic Forum.

Can you see yourself working at the centre of a network helping senior business leaders drive action on climate? Are you a communications professional ready to engage and educate our networks on the need for action on climate? Do you enjoy a varied role working with multiple partners?

This role would suit an ambitious individual with strong initiative and equally strong team working and collaboration skills, who is comfortable and/ or experienced in a fast-growth scale up environment.

Our culture is collaborative, entrepreneurial and focused on impact. We recruit for kindness.

The role

Title: Communications Director

Contract: Full time

Location: UK (minimum one day per week required in the Chapter Zero office currently at the Institute of Directors, Pall Mall, London)

Reporting to the CEO, and closely collaborating with the Content Partnerships Director and Senior Programmes Manager working in a high collaboration culture, with senior level partners, agencies, and the Communications Committee Board members.

Your responsibilities

Devise and execute Chapter Zero's communications strategy to ensure member engagement and deliver impact including:

- Supporting the CEO and Chair with speaker platforms, podcasts, speech writing, and thought leadership, building the profile of Chapter Zero
- Using strategic communications to accelerate our impact amplifying the work of our team, our Board, our partners, and our Fellows
- Working closely with our members to ensure the communications strategy is based on member insight; leading our annual qualitative and quantitative insights & impact study delivered by Kantar to inform our strategy
- Defining the member journey, to define our strategic targeting approach
- Developing and monitoring impact KPIs for member engagement
- Building Chapter Zero's reputation and recognition through board networks and strategic partner networks
- Working with award winning creative agencies to develop our print advertising campaign in the FT International – running in 16 countries
- Managing external agencies and freelancers e.g. videographers, PR specialists
- Managing our brand licensing process for international Chapters
- Guardian of the brand across all channels
- Preparing a crisis preparedness plan with external crisis specialists
- Working with marketing departments across a host of strategic partners to amplify our co-branded content publications
- Leading development of our toolkits and playbooks
- Working with our Fellows to curate their thought leadership publications

- Collaborating with our international network (the CGI) to ensure global/local synergies and economies of scale
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Essential skills and experience

- Communications strategy and execution
- Experience working with stakeholders at senior levels
- Strong editorial, writing and proofreading skills
- Agency selection and management
- Social media experience
- Ability to manage multiple priorities to tight deadlines
- Strong team ethos and high collaborator prepared to 'jump in'
- Prepared to 'roll sleeves up' and operate with limited support

Desirable skills and experience

- Background in a PR, digital, advertising or communications agency
- Experience with climate and sustainability
- Experience working in a start-up/scale-up environment
- Journalism or creative writing

At Chapter Zero we are committed to creating an inclusive culture that is grounded in our purpose to shape a better world.

We welcome candidates from all backgrounds. At Chapter Zero we are committed to making all stages of our recruitment process accessible to candidates with disabilities. Please speak to us and we will work with you to make reasonable adjustments to ensure you can perform at your best throughout your application.

Candidates must be eligible to work in the UK.

Rewards and benefits

A competitive salary of £57,000- £67,000 and 5% pension contribution. Opportunity to work mainly remotely.

You must be able to work at least 1 day a week at our offices in central London and occasionally 2 days a week.

Additional benefits include up to 35 days holiday, life insurance and healthcare.

What happens next?

If this could be the next step on your journey, **please send a pdf version of your CV and cover letter** to recruitment@chapterzero.org.uk by 18:00 on Tuesday 11 June 2024. Please use “Communications Director application” as the subject line.

All applications will be considered, and we will try our very best to respond to you within 72 hours of receiving your application.

Stay safe online – Chapter Zero will never ask for payment or your bank details as part of our recruitment process.