



# Communications Manager – Chapter Zero

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**November 2024**

An exciting opportunity has arisen for a talented strategic communications professional to help build Chapter Zero's profile and impact, populate channels across content types, be the brand guardian, drive engagement and measure outcomes. This role will bring energy and enthusiasm to a rapidly growing initiative with huge potential for equipping and inspiring non-executive directors to lead on climate from the boardroom.

This new position will be a key addition to our team as we accelerate the impact of Chapter Zero, increase its reach and influence, and deliver high-quality strategic communications to a growing membership base and the wider business community.

You will work directly with the Communications Director and the membership acquisition team as well as with the content partnership and events teams. We partner with world-class management consultancies, business schools, law firms, communications agencies, NGOs and beyond to develop content and events that we share with our membership and international network.

This role would suit someone who is knowledgeable about climate and nature issues, comfortable developing communications messages, and materials across content types – written, artwork, graphics, video, audio – and populating channels from LinkedIn to website to newsletters. We are also looking for someone who is familiar with safeguarding reputation and handling data.

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## About Chapter Zero

Chapter Zero exists to equip and inspire non-executive directors (NEDs) and chairs to lead on climate from the boardroom. Our membership of more than 3,300 NEDs includes representation from over 80% of the FTSE 350. Working with a network of strategic partners, we deliver toolkits, masterclasses, and expert briefings for our members, helping them lead their companies to transition to the net zero economy.

We are a not-for-profit and are philanthropically funded. We work in partnership with the Climate Governance Initiative – an initiative developed under the auspices of the World Economic Forum, comprising 33 Chapters in 73 countries.

We are purpose-led and have a small core team, supported by our Fellows, to help non-executive directors embed climate into business strategy.

Can you see yourself working at the centre of a network helping business's most senior 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?

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## The role

**Title:** Communications Manager

**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 Communications Director and working closely with a small team, and collaborating with senior level partners, agencies, and the Communications Committee Board members.

## Your responsibilities

- Planning and executing high profile external communications campaigns that align with Chapter Zero's strategic objectives. Creating compelling campaign materials.
- Helping to build Chapter Zero's reputation and recognition through board networks and strategic partner networks.
- Supporting with thought leadership by setting up interviews, reviewing Chapter Zero articles/videos and general editorial duties.
- Brand oversight, maintaining and updating brand guidelines and ensuring all communications align with the organisation's brand identity, values, and tone.
- Working with our programmes team to support on event communications, including promotion and reviewing event invitations and write-ups.
- Populating channels: LinkedIn, website, electronic newsletters, presentations and occasionally print; with high quality content and uploading assets to electronic channels. Ensuring consistency and timeliness of messaging across all channels.
- Taking responsibility for social media channel population and monitoring; and advising on best practice.
- Collecting data, monitoring performance and reporting on campaign outcomes.
- Supporting membership acquisition strategies and membership communications and administration.
- Building and maintaining relationships with creative agencies.

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## Essential skills and experience

- Experience working with multiple stakeholders at senior levels.
- The ability to translate communications strategy into action. Understanding how hero campaign concepts can also be used for points of view, social media posts and artwork.
- An understanding of the value of brand and the ability to be the brand guardian.
- The ability to create clear, concise, and user-oriented written materials.
- Good proofreading skills.
- Demonstrable experience using different content types to tell stories and use the appropriate creative tools to create these assets at a professional level.
- Experience with WordPress, both in terms of uploading assets (imagery, text, and video), but also some experience of interfacing with creative agency staff.
- An understanding of how to create commonality across content types by managing visuals associated with series, hubs, and collections – all in keeping with brand guidelines.
- Pace – this will be a busy role with a requirement to keep up with the calendar of editorial, events, and other assets.
- Strong team ethos and high collaborator prepared to ‘jump in.’

## Desirable skills and experience

- The ability to work with dashboards and serve up meaningful, actionable data.
- Adobe Suite capabilities and video editing.
- Background in a PR, digital, advertising or communications agency.
- Previous brand licensing experience.
- Experience with climate and sustainability.
- Experience working in a start-up/scale-up environment.
- Journalism or creative writing.

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At Chapter Zero we are committed to creating an inclusive culture that is grounded in our purpose to shape a better world. Prioritising recruiting for kindness, we seek team members who demonstrate empathy, respect, and a commitment to fostering a positive and inclusive work environment.

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.

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## Rewards and benefits

A competitive salary of up to £35,000, with the ability to mainly work remotely. You must be able to work a minimum of 1 day a week at our offices in central London and occasionally 2 days a week, such as on event days.

Benefits include up to 25 days holiday plus office closures, 5% employer pension contribution, life assurance and Medicash plan.

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## 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](mailto:recruitment@chapterzero.org.uk) by **Wednesday 15 January 2025 (23.59 GMT)**. Please use “Communications Manager application” as the subject line.

All applications will be considered.

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