



# The Carbon Literacy Project

## CLAD Officer Job Description

### Role Summary:

The CLAD Officer is responsible for promoting climate education and action by facilitating Carbon Literacy training uptake across sectors during the annual Carbon Literacy Action Day (CLAD). This role involves supporting the CLAD Advocate and collaborating with external organisations to plan and implement training, advocating for CLAD internally and externally, managing sign-ups, and maximising the impact of the event through effective communication and outreach. The CLAD Officer's efforts contribute significantly to advancing the mission of The Carbon Literacy Project by driving engagement and participation in CLAD, fostering climate change awareness, and encouraging action.

**Role Title:** CLAD Officer

**Team:** Advocacy Team

**Responsible to:** Project & CLAD Advocate

**Rate:** FTE range: £24,500 - £26,000 (dependent on experience)

**Hours:** This is a part-time role (3 days a week)  
Our usual working day is 9:30 to 17:30.  
This is a freelance role, so working hours are flexible.

**Starting Date:** From April 2024

**Location:** We offer the choice of working from our Manchester office, hybrid or remote working. You may be required to travel to Manchester or other locations for key events.

## **About The Carbon Literacy Project:**

The Carbon Literacy Project is a celebrated, multi-award winning, globally unique climate change project founded in Manchester. It is a registered charity (No 1156722) and is run on behalf of its trustees (The Carbon Literacy Trust) by founders Cooler Projects CIC. The Carbon Literacy Project is based at Manchester Metropolitan University's Innospace. Carbon Literacy offers a unique and flexible framework for a day's worth of highly relevant climate change learning, and with large-scale take-up across the UK and Europe, over 73,000 learners have now been certified as Carbon Literate.

Carbon Literacy learning and certification covers the essentials of climate change, carbon footprints, how an individual can 'do their bit', and why it is relevant from an individual to organisational level. Carbon Literacy is aimed at three distinct audiences – those that live, those that work, and those that study. As the accreditation body, this enables The Carbon Literacy Project to capture all audiences in its aim to offer every citizen Carbon Literacy training. We actively work to create low-carbon culture change by directly advocating for the delivery and uptake of Carbon Literacy training and support organisations, trainers and individuals to do so.

## **About the Carbon Literacy Action Day:**

We are recruiting a CLAD Officer in the context of our annual global campaign Carbon Literacy Action Day (CLAD). We are pleased to hold CLAD for the fourth edition this year in November (dates TBC) to coincide with the UN COP29 Climate Negotiations. CLAD isn't just an event; it's a movement that unites organisations, alongside individuals, trainers, sectors, and nations worldwide, in a shared commitment to address climate change and create a sustainable future. While world leaders gather to discuss climate matters, CLAD participants will be making their mark with learners from all walks of life and backgrounds, to act and complete their Carbon Literacy training simultaneously on a single day, and pledge positive action to reduce carbon emissions.

Find out more about CLAD - <https://carbonliteracy.com/carbon-literacy-action-day/>

## **Role Description:**

The CLAD Officer will play an important role in helping to implement the strategy for CLAD 2024. The role sits between our Advocacy and Communication Team and requires excellent communication skills to work well collaboratively with all the teams across The CLP team. We're seeking someone organised and confident in handling internal and external communications. The CLAD Officer should have a strong commitment to addressing climate change, with a keen interest in communications, events management, and involvement in an international campaign, amplifying its scope and significance.

## **Responsibilities and Duties:**

- Support the CLAD Advocate to promote and raise awareness about CLAD as well as encourage individuals, trainers and organisations to participate
- Liase with relevant teams and sectors to provide support for each Action Day participant
- Support with event administration and coordination for webinar briefings

- Develop email templates for various stakeholders and address common FAQs
- Maintain and manage the CLAD inbox
- Manage CLAD sign-ups via Salesforce
- Provide guidance and support to organisations to align their training with the designated theme of the CLAD Catalyst Award and objectives
- Coordinate the project to adhere to the designated timeline for training completion

### **Skills and Experience:**

#### **Essential:**

- Proficient organisational and administrative abilities to manage tasks efficiently.
- Strong communication and presentation skills to engage stakeholders effectively.
- Capacity to work collaboratively within a team to achieve common objectives.

#### **Desirable:**

- Prior experience working on global campaigns and events or familiarity with NGO's operations.
- Certification in Carbon Literacy or demonstrated knowledge of sustainability principles.
- Experience volunteering or working with charitable organisations, particularly in sustainability.
- Familiarity with platforms such as Salesforce, Slack, and Microsoft Suite.
- Analytical aptitude and proficiency in data management.

#### **Person Specification:**

- Adaptable and comfortable working in a dynamic and fast-paced environment.
- Demonstrated ability to work autonomously, as part of a team, and as a collaborative partner.
- Effective multitasking skills with the ability to prioritise tasks effectively.
- Dedicated to catalysing a global shift towards a low-carbon culture across diverse sectors and communities, driven by a deep-seated passion for sustainability and environmental responsibility.
- Strong commitment to mitigating the climate crisis and advancing sustainability initiatives.
- Excellent English language proficiency and written communication skills.

The Carbon Literacy Project is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of flexible working arrangements to support people from different backgrounds. We particularly encourage applications from ethnic minorities in the UK, as well as those from working class backgrounds, and those with disability, who are currently under-represented within The Carbon Literacy Project and the wider environmental sector.

### **Application process**

Please apply using the form [here](#). There is a section to attach a CV. Please do not attach a cover letter, as the form covers this information

If you have any questions, please email [careers@carbonliteracy.com](mailto:careers@carbonliteracy.com).

**All information will be treated in strictest confidence and used only within The Carbon Literacy Project and its associated projects. Information will be stored electronically. No information will be passed on or contact made with any third party without your permission.**