



Advocacy Communications Coordinator Job Description

Role Summary:

As Advocacy Communications Coordinator, you'll work with the Advocacy & Communications Teams to create and deliver communications strategies which support the full customer journey. You'll manage multi-channel campaigns, collaborating with external partners to showcase success stories and demonstrate the impact of Carbon Literacy, ultimately expanding sector-wide uptake. This evolving role offers the chance to shape a new function bridging these two teams.

Role Title: Advocacy Communications Coordinator
Team: Communications Team
Responsible to: Marketing & Communications Lead
Responsible for: Volunteers, Interns and Staff Members as required

Rate: FTE range: £25,000 - £30,000 (dependent on experience)

Hours: This is a full-time (37.5 hours per week).
Our usual working day is 9:30 to 17:30.
This is a freelance role, so working hours are flexible.

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.

Application Deadline: Midnight 3rd November 2024

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. 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 105,000 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 certification body, this enables The Carbon Literacy Project to capture all audiences in its aim to offer every citizen Carbon Literacy training. As the certification body, we directly advocate for the delivery and uptake of Carbon

Literacy training, support organisations, trainers and individuals to do so, and actively work to create low-carbon culture change.

Role Description:

As Advocacy Communications Coordinator, you will join our Marketing & Communications Team, working closely with the Advocacy Team* – encompassing our Sector Toolkit Team and General Advocacy Team – to develop and implement marketing and communications strategies to increase the breadth and depth of Carbon Literacy across sectors where Carbon Literacy is already established, as well as in new, aspiring sectors.

This will involve conceptualising and delivering impactful communications campaigns and materials to support each stage of the customer journey; working from the bottom of the marketing funnel, improving customer loyalty, all the way to the top of the funnel, to increase awareness.

You will work with the Advocacy Team to identify strategic goals, audiences, messaging and external partners to champion their stories. Working with these external partners, and with the support of both the Digital and Creative arms of our Marketing & Communications Team, you will develop and deliver multi-channel campaigns and materials to showcase success stories which demonstrate the impact of Carbon Literacy across sectors. Working with both the Advocacy and Marketing & Communications Teams, you will evaluate the effectiveness of these campaigns and strategies to ensure success and progression at each stage of the customer journey.

The work within this role will be varied and develop as the Marketing & Communications Team, the Advocacy Team, and this new bridging function grow and evolve under your guidance.

*The Advocacy team is responsible for the client-facing side of The Project, working with organisations to introduce and support them through their entire Carbon Literacy journey right through to becoming a CLO or Partner.

Responsibilities and Duties

Strategic Communications Planning:

- Work closely with the Advocacy Team – encompassing our Sector Toolkit Team and General Advocacy Team – to identify strategic goals, key audiences and messages, and external partners to collaborate with on communications campaigns.
- Develop and implement comprehensive communications campaigns and materials to support advocacy goals.
- Monitor and evaluate the effectiveness of advocacy communication campaigns and materials and adjust strategies as needed.

Stakeholder Engagement:

- Build and maintain relationships with the Marketing and Communications Teams of external partner organisations to deliver collaborative communications campaigns.
- Maintain consistent communication with Advocacy Team Leads and Officers to ensure advocacy and communications goals remain aligned.
- Work closely with the Digital Communications Coordinator to optimise digital channels (e.g. website, email mailing lists) for advocacy communications campaigns and materials.

Content Creation & Management:

- Draft and edit high quality written content (including case studies, blog posts, newsletters and social media posts), carefully crafted and refined for a wide range of professional and community-based audiences, including leaders in education, business, and grassroots organisations, to showcase organisational and sectoral success stories across relevant marketing and communications channels.
- Coordinate with our Creative Communications Coordinator to oversee the creation of multi-media content such as infographics and videos to support advocacy communications.
- Develop and manage the content calendar for advocacy communications campaigns to align with the wider CLP marketing and communications calendar.

Skills and Experience

Essential

- **Proven experience working in a marketing and/or communications role:** Confident working across a wide range of marketing channels/platforms (website, content management systems, social media and email marketing platforms) and content creation tools, and with a broad range of internal and external stakeholders to develop and implement marketing communication strategies.
- **Strong understanding of diverse audiences:** Ability to tailor communications to various sectors, including business, education, and communities, ensuring messaging resonates with typical roles we interact with across these areas.
- **Proficiency in copywriting/editing marketing communications:** Skilled at crafting and refining messages for a wide range of professional and community-based audiences, including leaders in education, business, and grassroots organisations.
- **Strategic acumen across sectors:** Capable of developing a deep understanding of our offerings (e.g., Toolkits, course kits, accreditation frameworks) and how they apply to different sectors, translating this knowledge into effective, sector-specific communications strategies.
- An engaging communication style and great at building relationships with people.
- Excellent written English language skills.
- Strong organisational and administrative skills, managing own workload, assigning tasks and managing other team members as needed.
- The ability to work well as part of a small team to achieve shared outcomes whilst being highly motivated working independently.
- Understanding of and commitment to the mission and values of our climate engagement charity.

Desirable

- Degree in marketing, communications or a sustainability related field.
- Knowledge of The Carbon Literacy Project's work and marketing/communications.
- Certified as Carbon Literate.
- Experience volunteering or working with a charity, particularly in the field of sustainability and the environment.
- Familiarity with Salesforce, Slack, and Microsoft Suite, or comparable platforms.

Person Specification

- Comfortable working in a dynamic environment where work is varied, fast paced, and hugely rewarding.
- Ability to work autonomously, as part of a team and as a collaborator.

- A keen eye for detail and a high degree of accuracy in all that you do.
- Used to juggling multiple tasks and effective at prioritising.
- Proactive and passionate about the role that all organisations can play in creating a low carbon future.
- Passionate about mitigating the climate crisis.

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 individuals who are Black, Asian, or belong to an ethnic minority in the UK, as well as those from working class backgrounds, and those living with disability, all of whom 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 this information is covered within the form.

If you have any additional questions, please email 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.