



## **Project Advocate Role Description**

### **Role Summary:**

Our Advocacy team work with a large variety of organisations in every sector of society; from large corporates to community groups. As the demand for climate education and action continues to grow, Carbon Literacy remains the gold standard for training in this field. At our current growth rate, the number of certified citizens doubles every 20 months. Continuing this level of growth is imperative to The Project, and our Advocacy team are at the forefront of meeting this demand for Carbon Literacy training.

**Role Title:** Project Advocate

**Team:** Business & Tech Circle

**Responsible to:** Business & Tech Circle

**Rate:** FTE range: £26,000- £30,000 (dependent on experience)

**Hours:** This role is a full time role (minimum 4 days a week, 7.5 hour day)  
Our usual working day is 9:30 to 17:30 GMT/BST.  
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:** 09:00 on 22/09/2025

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

Carbon Literacy offers a unique and flexible framework for a day's worth of highly relevant climate change learning. With large-scale take-up across the UK and Europe, over 140,000 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 an organisational level.

Carbon Literacy is aimed at three distinct audiences – those who live, those who work, and those who study. As the certification body, this enables The Carbon Literacy Project (CLP) to capture all audiences, aiming 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 a Project Advocate, it will be your role to assist and advise organisations on their journey to become Carbon Literate. You will work directly with a whole host of different organisations as the designated point of contact, managing their on-boarding experience. You will account manage many organisations at one time, all of whom have different client needs. For example, which course they should use (whether it's a pre-accredited course, or writing one from scratch), who they should train (from leadership to more junior members of staff), and their organisational objectives relating to staff engagement and decarbonisation. By applying a consultative approach, you will understand the organisation's objectives, the barriers to take-up, and what their Carbon Literacy rollout could look like. By combining your passion for customer experience with a comprehensive knowledge of Carbon Literacy, you will propose the right path for these organisations.

## **Responsibilities and Duties:**

CL: Carbon Literacy

- Directly advise and support organisations in rolling out CL. The role will involve proactively dealing with leads and enquiries from interested organisations and networks.
- Pitch CL to these organisations and advise them on how they can engage with the training.
- Support organisations with course development.
- Maintain good relationships with organisations. Periodically 'check in' with them, encourage them to work towards gaining Carbon Literate Organisation (CLO) status.
- Advocate for CL via online and physical events, and to initiate interest where it is not already present.
- Set up and support existing training providers.
- Identify and encourage collaborations with partners where appropriate.
- Maintain meticulous tracking and management of leads (via salesforce).

## **Skills and Experience**

### **Essential**

- An engaging communication style and great at building relationships with people
- Proven experience and an in-depth understanding of the sales process
- A proven track record selling similar products and services on a B2B or B2C basis
- Excellent presentation skills
- Strong organisational and administrative skills
- The ability to work well as part of a small team to achieve shared outcomes
- Familiarity with these (or comparable) platforms: Salesforce/CRM, Slack, Microsoft Suite

### **Desirable**

- Certified as Carbon Literate
- Experience volunteering or working with a charity, particularly in the field of sustainability
- Experience working with specific sectors within the private sector e.g. manufacturing, logistics, finance

### **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
- 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 an ethnic minority 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 this [form](#). There is a section to attach a CV. Please don't attach a cover letter as this information is covered within the form.

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.**