



Job Description

Head of Communications, Built by Nature

Location: Amsterdam, the Netherlands

Salary: Competitive non-profit salary – commensurate with experience

Full-time and for immediate hire. Reporting to the CEO.

Mission

Built by Nature (BbN) is a purpose-led not-for-profit organisation. Our vision is for built environment to work in unison with nature. Our mission is to lead a global transformation of the built environment by mainstreaming the use of biobased materials.

BbN **connects** industry and city frontrunners, **enables** the development of solutions, research, innovation, and advocacy, and **amplifies** powerful stories of this climate and nature solution.

The Opportunity

Built by Nature is seeking a passionate and strategic Head of Communications to develop and execute inclusive and impactful communications plans and campaigns in support of our timber and biobased building transformation-focused programmes and to develop and share the stories and impact of our network and grantees. The primary focus will be on European markets but with growth into international markets, likely in Africa and Asia, over the next few years.

Reporting directly to the CEO and collaborating with the wider team and board, you will help shape, lead and scale communications for Built by Nature in service of its mission, and support the creation of an ecosystem of solutions that help the timber and biobased building transformation scale.



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Candidate Profile

- **An eloquent and impactful communicator:** with the ability to build a strategy to advance the mission and enable the organisation's work and advocacy, talking to a wide variety of audiences with the right tone of voice.
- **A storyteller:** to shape compelling stories that help to accelerate biobased buildings across Europe and beyond, attract new funders to join BbN's accelerator Fund and unite BbN's networks.
- **A true team player:** committed to working closely and collaboratively with colleagues and playing to everyone's strengths; building trust through open and honest communication and action.
- **A relationship manager:** confident in identifying key stakeholders, developing and managing key partner relationships and to cultivate media opportunities. Can build relationships with impactful industry networks to support Built by Nature's vision, under guidance from the Head of Networks and CEO.
- **A problem-solver:** self-starter, proactive mindset with a strong team focus. The CEO and board will promote a culture of excellence and accountability at all levels of the organisation and the candidate will be working in a highly collaborative, fast-paced environment.
- **A systemiser:** able to set up responsible and transparent processes and systems that are reliable, effective and efficient.

Key responsibilities

- **Strategy development:** Lead the development of an integrated communications strategy for BbN to position the organisation as the leading, trusted voice of the biobased construction materials movement.
- **Strategic messaging.** Craft and manage the successful flow of strategic messaging related to our programmes and individual initiatives throughout our communications and brand channels to engage and empower our most important stakeholder groups to add their voice to the biobased building transformation narrative.
- **External relations.** Make recommendations and provide tactical assistance to build and leverage the voices of our programme and management teams to help achieve programmatic goals through a range of online and offline channels, including coaching on the team's personal social media, recommending speaking engagements, media training, and drafting and placing articles to inform, engage and mobilise target audiences. Manage freelance copywriters and external PR consultants in support of these efforts and contribute to our thought leadership strategy to help shape the foundation's agenda at key external events.
- **Partner Management:** Develop messaging, talking points, press releases, op-eds and communications toolkits where it makes strategic sense, to tell the story of our work through and with our partner organisations.
- **Channel management:** Actively manage and grow BbN's social media channels and digital presence, such as the website, to ensure messages reach the right audiences and have the



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biggest possible impact, as well as provide our network and partners with maximum amplification support.

- **Events management:** Leading an events coordinator and external service providers in hosting impactful, connective events, both online, offline and in a hybrid setting, to engage the wider network of stakeholders, in line with the network's strategies and key learnings from frontrunners and ambassadors, and in collaboration and support of the CEO and the wider BbN team.
- **Learning.** Proactively contribute to a learning dynamic by supporting the team in researching, analysing and sharing new and relevant insights with the wider team and embedding monitoring, evaluation and learning within communications activities.
- **Culture:** As part of the BbN team, play an active role in the development and maintenance of a culture of excellence, teamwork and trust.

Minimum qualifications

- At least ten years' experience in communications, media relations, advocacy, ideally with some not-for-profit experience.
- Demonstrable experience in the built environment and/or climate/environment sectors, particularly in communications, awareness raising, or advocacy.
- Experience working and establishing relationships with potential advocates (at all levels) across industry, finance, politics, business, civil society and academia.
- A passion for storytelling and a keen sense of newsworthy topics.
- Experience using a range of marketing communications tools including events, sponsorship, branding, social media, and earned media relations.
- Effective interpersonal communications as well as internal and external networking ability to build trusted relationships and inspire confidence. Diplomacy and good judgement are critical.
- Superb attention to detail and communications skills – written and oral – and comfortable drafting reports, press releases, newsletters, speeches, talking points, key messages, invitations etc. as well as pitching effectively and possessing editing skills.
- Agency management experience, and an entrepreneurial, action-oriented and outcome-focused approach to managing other external suppliers, copywriters and freelancers.
- Native fluency in English and preferably at least one other European language.
- Responsible, ethical and trustworthy personality who can build and maintain partner relationships
- Strong personal commitment to combatting the climate and biodiversity crises.

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About us

As a mission driven organisation, we are passionate about our work. We offer an international, high-energy, and collaborative environment that values diversity and inclusion where you can develop your passion into a meaningful career. We encourage risk-taking and transparency, so if you are a self-starter who wants to inspire and challenge industry together with your team, the opportunities for you at Built by Nature are (almost) endless.

Additional information

- Reports to: CEO
- Supervises: 2 FTE (tbc)
- Geographic scope: Europe and the UK with expansion likely to Africa and Asia
- Travel expectations: As needed up to 10%
- Reference checks are part of the final hiring procedure

Built by Nature is committed to recruiting and retaining a diverse team. We strongly encourage applications from candidates with disabilities, LGBTQI candidates, ethnic, racial and religious minorities, and other underrepresented groups.

To apply

Send your CV and motivational cover letter to recruitment@builtbn.org

Application deadline is **30-04-2024**

