



Communications Lead, Built by Nature

Location: Amsterdam, Netherlands – candidates must have a permit to live and work in Netherlands

Salary: 60.000 EUR per annum

Contract: Permanent, full-time (five days per week)

Start Date: ASAP

Mission

Join the Built by Nature (BbN) team and be part of a ground-breaking effort to transform the built environment in harmony with nature. Our mission is to accelerate the transition to a sustainable future by championing the use of sustainable timber and other biobased materials in construction, reducing carbon emissions, and promoting forest stewardship and regeneration in Europe and beyond. BbN enables the transition by connecting industry, NGO's and city frontrunners, funding systemic initiatives such as research, innovation, demonstrations, city-scale projects and advocacy, and amplifying powerful stories and market ready solutions.

The Opportunity

Are you passionate about driving global change for the climate, nature, and people? Join our dynamic NGO of 15 dedicated changemakers working to transform the built environment through the responsible use of biobased materials. As our Communications Lead, you will play a critical role in amplifying our voice and advancing our mission to catalyse a sustainable future.

Reporting directly to the Head of Communications, you will act as their trusted deputy, taking the lead on key initiatives and ensuring our communications are as impactful and engaging as our mission. This is an opportunity to thrive in a fast-paced, purpose-driven environment and make a tangible difference. You will drive connections across our networks, amplify knowledge through strategic digital activation, and shape the narrative of the sustainable building movement through impactful media storytelling.



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Key responsibilities

In this role your main responsibilities will be:

- **Media & Public Relations**
 - Build and maintain relationships with trade journalists and international media outlets.
 - Plan and execute PR campaigns, including media training for team members.
- **Brand & campaigns**
 - Develop and execute multi-channel communication plans to support our mission.
 - Act as a brand manager, ensuring consistency and growth across territories and networks.
- **Content Creation & Management**
 - Oversee website content and manage social media channels to ensure consistent messaging.
 - Write, edit, and pitch thought leadership pieces, press releases, and policy updates.
- **Event & Crisis Communications**
 - Leading media relations for specific projects and events.
 - Working with head of Comms to manage crisis communications with confidence and precision.
- **Insights & Evaluation**
 - Use data and insights to refine communication plans and channel selection.
 - Monitor European and industry media landscapes to identify opportunities and emerging issues.

Candidate Profile

We are looking for a candidate with the following qualifications and skills:

- 5+ years in a media-facing communications role, ideally within a mission-driven organisation.
- Strong track record in content creation, social media management, and press engagement.
- Exceptional writing skills, with the ability to craft compelling narratives for diverse audiences.
- Fluent in English, with proficiency in an additional European language.
- Experience in managing or collaborating with agencies.
- Knowledge of the construction, real estate, or architecture sectors is an advantage.

Personal attributes

- A creative storyteller with a strategic mindset and attention to detail
- A global thinker with a collaborative, solutions-oriented approach.
- Passionate about sustainability and eager to drive change.
- Interest in the Brussels political landscape is desirable.



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What we offer

- Highly competitive NGO salary, starting at 60.000 EUR
- Collaborative and dynamic work environment with enthusiastic team ready to change the world
- Flexibility to work partially (remote) from home, with majority of role will in Amsterdam office
- Support in setting up your home-office set
- 25-days holiday
- Competitive non-profit salary range including holiday allowance and 13th month
- 4% pension contribution
- Annual € 1000.- personal development fund
- Laptop, telephone and bike-scheme to support your work

About us

As a mission driven organisation, we have one thing in common: 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.

As a new organisation 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: Head of Communications
- Geographic scope: Europe-wide
- Travel expectations: As needed up to 20%
- An (online) assessment will be part of the recruitment process
- Reference checks are part of the final hiring procedure

Interested candidates should submit their CV and a cover letter to recruitment@builtbn.org, outlining their suitability for the role. The closing window for applications is Friday 31st January.

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.

