



## Job Description

### Head of Communications, Built by Nature

**Location:** Amsterdam, the Netherlands or remote location subject to ability to work between 9 and 15 hrs CET

**Salary:** Competitive non-profit salary – commensurate with experience ranging from 85,000 to 95,000EUR.

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

#### Mission

Built by Nature (BbN) is a visionary new non-profit entity. Our vision is for our built environment to work in unison with nature. Our mission is to accelerate the timber building transformation: radically reducing embodied carbon in construction materials; safely storing carbon in our buildings for generations; and sequestering carbon by championing forest stewardship and regeneration.

BbN **connects** industry and city frontrunners, **enables** research, innovation, demonstrations, city-scale projects and advocacy, and **amplifies** powerful stories of this climate solution.

#### The Opportunity

Built by Nature is seeking a passionate and strategic Head of Communications to lead the **Amplify** part of our strategy, to develop and execute inclusive and impactful communications plans and campaigns in support of our timber building transformation-focused programmes and to develop and share the stories and impact of our network and grantees, with primary focus on European markets

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 building transformation scale.

#### Candidate Profile

- **An eloquent and impactful communicator:** with the ability to build a strategy to advance the mission through profile-raising and advocacy, talking to a wide variety of audiences with the right tone of voice.
- **A story-teller:** with the ability to shape compelling stories that help to accelerate bio-based buildings across Europe and beyond, attract new funders to join BbN's accelerator fund and unite BbN's pan-European network.
- **A relationship manager:** Comfortable with actively managing 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, entrepreneurial mindset with a 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

- **Strategic messaging.** Draft 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 timber 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 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, Head of Networks and wider BbN team
- **Learning.** Proactively contribute to a learning dynamic within the foundation by supporting the team in researching, analysing and sharing new and relevant insights with the wider team.
- **Culture:** As part of the BbN team, play a role in the development and maintenance of a culture of excellence, teamwork and trust.

## Minimum qualifications

- At least five years' experience in communications, media relations, advocacy ideally with some non-profit experience.
- An understanding of the EU policy landscape for the built environment, and of how communications supports change in this arena.
- Demonstrable experience in the built environment and/or climate industry, particularly in communications, awareness raising, or advocacy
- Experience working and establishing relationships with potential advocates (of all levels) across industry, finance, politics, business, civil society and academia.
- A passion for storytelling and a keen sense of newsworthy topics and who the key players are within the sector of focus.
- Experience using a range of marketing communications tools including events, sponsorship, branding, social media, 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.

# BUILT BY NATURE

- 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, with preference for Spanish or French.
- Responsible, ethical and trustworthy personality who can build and maintain partner relationships
- Strong personal commitment to combatting the climate crisis.

## 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.

## How to apply

Deadline for applications is 31 Aug. Please send your CV and motivational letter to [e.oei@builtbn.org](mailto:e.oei@builtbn.org).

## Additional information

- Reports to: CEO
- Supervises: 2 FTE
- Geographic scope: EU
- Travel expectations: As needed up to 10%
- An (online) assessment can be part of the recruitment process
- 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.