

## Job Description

### Communications & Copy Specialist, 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 40,000 to 45,000EUR.

*Full-time and for immediate hire. Reporting to the Head of Communications*

#### 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 proactive, enthusiastic, and flexible Communications & Copy Specialist to support how we **amplify** our strategy. Reporting to the Head of Communications, the role will support the development and execution of inclusive and impactful communications plans and campaigns in support of our timber building transformation programmes and to develop and share the stories and impact of our network and grantees, with a focus on European markets.

In this role, you will help shape, scale and run communications, press engagement and events for Built by Nature in service of its mission, and support the creation of an ecosystem of solutions covering Europe and touching the rapidly growing network of partners and frontrunners leading our movement.

#### Candidate Profile

- **An eloquent and impactful copywriter:** with the ability to build narratives and deliver a range of content that speaks to a wide variety of audiences with the right tone of voice, in English (and preferably one other EU language),
- **A press relations professional:** with > three years' experience, looking to elevate their career within a progressive organisation.
- **An events enthusiast:** seeing what needs doing, proactively coordinates and completes tasks, collaborating with vendors and checking both quality and progress towards a wow experience
- **A digital native:** with experience in digital media tools to make the movement visible and come alive through digital media artefacts and channel management

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- **A problem-solver:** Self-starter, with an entrepreneurial mindset and 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.
- **Knowledge and awareness of current events and industry trends in the built environment:** specifically in sustainability, mass timber, and biobased materials.

## 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.
- **Copywriting.** Drafting reports, press releases, newsletters, speeches, talking points, key messages, invitations etc.
- **External relations.** Provide tactical assistance to the Head of Communications to collectively build and leverage the voices of our programme and management teams to help achieve objectives through a range of channels, including social media, while drafting and placing articles to inform, engage and mobilise target audiences.
- **Events management:** Either being or supporting 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

- Higher professional education and/or Bachelor in Communications or Journalism.
- Minimum two years' experience in communications, media relations, or advocacy, ideally with some non-profit experience.
- A passion for storytelling and a keen sense of newsworthy topics and who the key players are within the sector of focus.
- 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.
- 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.
- Native fluency in English is highly preferred, and preferably fluency in 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 crisis.

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## 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 28 February 2023. Please send your CV and motivational letter to [a.alcala@builtbn.org](mailto:a.alcala@builtbn.org)

## Additional information

- Reports to: Head of Communications
- Geographic scope: EU
- Travel expectations: As needed and limited.
- 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 and LGBTQI+ candidates, and applications from candidates with different ethnic, racial and religious backgrounds.*