



The Climate Registry

## **Job Description**

### **Marketing and Communications Director**

### **December 2021**

The Climate Registry (TCR) seeks an outgoing, experienced, and creative Marketing and Communications Director to join a team playing a leading role in helping organizations combat climate change in North America and worldwide.

The Climate Registry is a non-profit organization formed by U.S. states and Canadian provinces and territories. TCR (1) offers reporting programs, tools and resources to help organizations measure, report, verify and reduce their carbon footprints; (2) consults nationally and internationally on all aspects of GHG measurement, reporting, and verification; (3) provides a platform for showcasing sub-national climate leadership, such as at the annual UNFCCC COP and the annual Climate Leadership Conference and Climate Awards; and (4) spearheads game-changing initiatives, such as the Net-Zero Portal. For more about TCR, visit [www.theclimateregistry.org](http://www.theclimateregistry.org)

The Marketing and Communications Director is part of the senior management team and will report to the Executive Director. The Marketing and Communications Director will oversee the Strategy and Planning Manager and the Stakeholder Engagement Coordinator and provide marketing and communication leadership on external TCR events as well as support and promote TCR programs and initiatives.

Specifically, the Marketing and Communications Director will:

- Develop and execute on a comprehensive marketing communications strategy that positions TCR as a leader in its space and incorporates content marketing, digital marketing, social media and media relations components.
- Supervise/lead marketing and communications activities associated with the annual [Climate Leadership Conference and Awards](#) program/ceremony in partnership with C2ES and the US EPA, including supporting on-site activities;
- Supervise/lead marketing and communications activities associated with the annual delegation of US subnational leaders to the UNFCCC [COP events](#), including supporting on-site activities;
- Direct development and implementation of TCR marketing and communication activities that promote TCR programs and initiatives, such as the Carbon Footprint Registry, [Net-Zero Portal](#), and other key projects and initiatives;



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- Develop and/or direct content for TCR's Impact Report, website, newsletter, social media channels, blogs and videos, executive speaking remarks, and marketing collateral;
- Manage reactive and proactive media opportunities, including developing media advisories and press releases and pitching directly to media; and,
- Direct team members to manage communications and implement events for members of the Council of Jurisdictions, in coordination with the Executive Director.

The right candidate will have a passion for working on climate change issues, be outgoing and interested in engaging with climate leaders in the US and internationally, pay great attention to detail, and possess excellent project and people management skills. The ideal candidate also needs to be creative and competent at presenting ideas and information in engaging ways, in both verbal and written formats.

#### REQUIRED SKILLS

- Bachelors or Graduate degree in sustainability, climate, water, energy, or related field with 5+ years of work experience in marketing and/or communications.
- An outgoing self-starter who can adapt to a changing environment, handle multiple priorities, and meet deadlines.
- Excellent writing and verbal skills and attention to detail.
- Knowledge of various communication platforms, such as WordPress, Google analytics, and MailChimp.
- Management experience.

The Marketing and Communications Director position is based in TCR's downtown Los Angeles office with a flexible work from home schedule. The candidate will have the ability to travel, including internationally, as needed

#### COMPENSATION

TCR offers excellent opportunities for personal and professional growth. Salary is commensurate with experience. TCR also offers a comprehensive benefit package including health and dental insurance and retirement saving options.

#### APPLICATION PROCESS



### The Climate Registry

The position is available immediately. Applications will be accepted until the position is filled; interviews will be held through Zoom. All eligible applications will be considered; however, no travel or relocation assistance is available. Due to the volume of responses received, we are unable to respond to all applicants. If you do not hear from us, we wish you the best of luck in your employment search.

Interested candidates should email the following documents to [hr@theclimateregistry.org](mailto:hr@theclimateregistry.org) with the subject line "Marketing and Communications Director":

- Cover letter
- Resume

The preceding description is not designed to be a complete list of all duties and responsibilities required of the Marketing and Communications Director. The Climate Registry provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. Under the federal Immigration Reform and Control Act, new employees must present proof that they are legally authorized to work in the United States.