The Gold Standard
Premium quality carbon credits

Terms of Reference – Marketing Manager

About the Gold Standard

The Gold Standard Foundation developed and manages the Gold Standard, the benchmark environmental standard for international carbon abatement projects in the compliance and voluntary markets. Renewable energy and energy efficiency projects are currently eligible for certification against The Gold Standard.

In addition to the highest standards of environmental integrity, the Gold Standard incorporates sustainable development requirements to ensure that all projects deliver economic and social benefits. As a result, the Gold Standard is endorsed by more than 65 non-governmental organizations worldwide including WWF, Greenpeace and REEEP (the Renewable Energy & Energy Efficiency Partnership).

Gold Standard carbon credits are preferred by a range of government and large private sector organizations and typically command a price premium over other voluntary and compliance market credits. This premium demonstrates the value placed by buyers upon robust environmental credentials and sustainable development benefits.

Detailed information can be found on our web site: http://www.cdmgoldstandard.org/.

Job Description

Reporting to The Gold Standard Foundation's Marketing & Communications Director and working within a team of three, the Marketing Manager will provide input into the development and implementation of a global marketing and communications strategy for the Gold Standard, including tailored regional plans.

The Marketing Manager will be involved with all marketing and communications disciplines and be particularly focused around PR activities. They will provide marketing and presentation support to the Gold Standard Foundation's management team and Regional Managers, based in China, India, Singapore, Turkey, the US and Mexico, ensuring that consistent messages are developed and tailored to regional cultures and circumstances.

The Marketing Manager will play a key role in ensuring that the Gold Standard is recognized as the benchmark environmental and sustainable development standard in all of its markets, and that the brand maintains a high profile in the areas of climate change, renewable energy, energy efficiency, carbon markets and sustainable development. The ultimate goal is sustained and growing demand both to purchase Gold Standard carbon credits and to develop Gold Standard projects.

By delivering effectively the individual will have a direct impact upon the efforts to mitigate climate change via a financial market mechanism and help to determine the success of the carbon markets.

Contractual employment location

Geneva. Regular international travel will be required in order to fulfill this role

Key Responsibilities

- Support the development and execution of the global GSF marketing strategy
- Establish the core messages for the GSF and management team
- Build demand for GSF credits among end buyers, particularly corporates
- Ensure that GS marketing messages, rules and practices are accessible and clear to both the public and market participants through case studies, the website and other channels
- Develop and manage a core media relations programme, including establishment of media contact lists, regular contact with key sector, business and regional journalists, preparation and distribution of regular media updates and input into increased positive media coverage
- Support the effective management of the Gold Standard's main events and attendance at key industry conferences (including GS Academy, COP conferences, Carbon Expo)
- Support the development of, and conduct, external training activities

- Provide marketing support to the GSF management team and regional managers, including development of presentations, media briefing notes, interview preparation
- Represent the Gold Standard via speaking engagements at conferences and workshops
- Assist with fundraising planning and pitch preparation
- Manage the production of the GSF quarterly newsletter
- Work effectively within an international environment, incorporating many cultures

The position requires an experienced and dedicated marketing & communications manager, with high personal integrity and an understanding of working within a rapidly changing and culturally diverse environment. The individual must be comfortable operating and managing activities across multiple time zones simultaneously from their base location, as well as with regular long-haul travel as required to support the team.

Requirements

- Undergraduate degree or greater in a relevant subject e.g. Marketing, Business, Environmental Management or equivalent professional experience
- Marketing and communications qualification e.g. CIM diploma or equivalent experience
- Experience of managing pro-active media relations campaigns with established media contacts
- Website content management expertise and understanding of online social media
- At least three-years of experience in a marketing and communications role
- Understanding of climate change, carbon markets and finance, ideally CDM/Gold Standard
- Understanding of the renewable energy, energy efficiency or cleantech sectors
- Strong strategic thinking and problem solving skills
- A passion for environmental and socio-economic issues
- Excellent (fluent) English language skills and attention to detail
- Excellent interpersonal and communication skills
- Proven ability to work effectively within a multicultural team
- Self-motivated and able to work independently, but also as part of a team

What we can offer you

An exciting job with a highly respected organization at the center of the rapidly growing international carbon markets; multicultural work environment; strong career development perspectives; international work in a dynamic, fun, motivated and diverse team; the ability to make a difference in the delivery of global climate policy as well as to the communities and individuals in which carbon mitigation projects are properly executed.

To apply

Please send your electronic application to:

Aarti Läderach, Executive Programs Manager, The Gold Standard Foundation
Email: aarti@cdmgoldstandard.org

Your application should consist of:

- Your CV
- An overview of 500-1000 words explaining your motivations for the role, your view of the key marcomms issues that Gold Standard faces and the approach that you would take.

Process:

1) All CVs will be reviewed. Based upon suitable skills in combination with views on the candidate's overview document, a shortlist will be created.
2) Shortlisted candidates will be interviewed by the Marketing Director, Director of Regions and CEO, via phone / Skype.
3) The final candidates through from the interview stage will be invited to Geneva for an in person interview at which they will present on a pre-agreed topic.

Any questions or requests for clarification should initially be raised via Aarti Läderach.