



Job Description: Communications Manager

The International Biochar Initiative (IBI) is in search for a super-competent marketer to help guide us on our continuing biochar adventure. We seek an experienced Communications Manager (CM) to develop, implement and craft strategic and tactical communications targeting our current audience; and to extend our reach to improve public knowledge and awareness of the benefits that biochar has to offer to the world.

Background

We are looking for someone who's longing to get their teeth into the challenge of helping to nurture our international non-profit which is transitioning from a volunteer-run organization to a professionally-managed non-profit – which is working to fight climate change by promoting the drawdown of greenhouse gas emissions.

The organization and the technologies have immense promise, but there is a lot of work ahead to establish the credibility and build awareness of biochar, a unique and versatile product that improves agricultural productivity, aids in environmental remediation of soils and water, filters chemicals and impedes pollutants from contaminating waterways, and provides environmentally beneficial building materials such as concretes, asphalt and wallboard.

We are seeking to raise awareness of biochar with the general public and with policymakers who will make decisions on which policies and approaches offer the best solutions for reversing increased carbon in the atmosphere which has caused the climate change crisis we now face. Improving our communications toolkit is critical to success as we transition to a more mature and impactful organization. We must now be the creators of content across many platforms and tirelessly imaginative marketers of our various sector and global geographic markets. This requires new skills, new direction, fresh thinking and energy.

You'll be a campaign crafter, a team builder and enjoy planning, execution and collaboration. You'll be deeply commercial, yet never at the expense of adhering to the organisation's values. You will have an appetite for learning, for embracing the latest challenges and will understand brand equity; how it is both built and destroyed. You will enjoy people, have a good sense of humor and treasure the wonderful intricacies of human dynamics! Critically, you will share our belief that this world needs businesses to meet social, environmental and economic objectives.

The Role

The Communications Manager will contribute to and have leadership of the communications component of this new direction, a critical part of which will involve 'thoughtful' positioning so our organisation punches well above its weight and grows an enviable loyal following. We have huge potential but must balance the tension between addressing complex and technical issues surrounding the carbon cycle; and the carbon products that have the ability to bring that cycle back into balance. Plus the skills to express these scientific and technical aspects to audiences in clear and simple language.



We want to be able to swiftly put ourselves into position to respond quickly to the many opportunities we know we have. The role will need you to bring a high level of analysis and commercial thinking as well as a profound grasp of how best to plan and deliver integrated marketing campaigns. The Communications Manager will, therefore be to develop and deliver initiatives to acquire new members, manage exiting ones and to build renewals - in line with the organization's objectives and strategic priorities.

The Communications Manager will be expected to:

- Plan, create, manage and deliver; on and offline materials, papers and articles.
- Oversee the publication of the organization's monthly newsletter.
- Plan, manage and deliver focused initiatives and social media marketing.
- Liaise with appropriate third parties to develop promotional opportunities and with strategic aims.
- Be aware of new and emerging trends in our industry sectors and to keep members informed where necessary.
- Oversee the production and release of webinars, podcasts and other information products that are valued by our target audiences.
- Work with the web development team to ensure the best user experience online.
- Participate in the planning and promotion of IBI events as well as attending other events as necessary.
- Contribute to the creation of annual plans and to develop programming that will increase the organization's revenue generating goals.

Communications Manager Skills & Qualifications:

- Minimum 5 years' experience in communications role including development of content, social media, surveys, case studies preferably focused on climate change or regenerative agriculture.
- Degree in communications or related subject strongly preferred.
- Minimum of 3 years' international experience.
- Strong verbal and written communication, and presentation skills.
- Ability to work collaboratively across geographies, cultures and political divides.
- Being a self-starter capable of developing and implementing plans into action and juggling diverse projects simultaneously.
- Ability to interface and engage with diverse members, volunteers and donor groups.
- Knowledge of biochar preferred (or related industry such as regenerative agriculture).
- Strong grasp of Microsoft office suite, social media platforms, survey management systems, etc.
- Native or near native English language skills strongly preferred. Knowledge of additional languages is a plus.



How to Apply:

Send cover letter and resume to: info@biochar-international.org quoting reference 'CM22'.

- This position reports directly to the IBI Executive Director.
- Job Type: Full time position as employee or consultant.
- Location: Remote with a possibility of working from an office in Washington, DC. Flexible, with preference for candidates in US or European time zones. Candidates must be authorized to work in the country in which they live.

About IBI

The International Biochar Initiative (IBI) is a registered non-profit organization that serves as an international platform for the exchange of information and activities in support of biochar research, development, demonstration and commercialization. IBI members comprise a consortium of researchers, commercial entities, policy makers, development agents, farmers and gardeners and others committed to supporting sustainable biochar production and utilization systems that remove carbon from the atmosphere and enhance the earth's soils.

About Biochar

Biochar is one of the most exciting climate change solutions currently available. Since the IPCC's 2018 Special Report called out biochar and a select few other negative emissions technologies, the interest in biochar has increased exponentially. Carbon markets have recently begun to trade carbon removal products such as biochar which is fundamentally impacting biochar's growth trajectory.