



SUSTAINCERT
USER-CENTRIC IMPACT ASSESSMENT

JOB DESCRIPTION

DIRECTOR OF MARKETING & COMMUNICATIONS

December 2020



1. ABOUT THE POSITION

Founded in 2018, SustainCERT offers simple, tech-driven solutions for verifying impacts in climate protection, supply chains, and investment products. Our goal is to become the leading provider of best practice GHG accounting and certification across carbon markets and corporate value chains by 2026. Our strategy is to mainstream best practice GHG accounting and certification by making it affordable, accessible, desirable for our clients.

SustainCERT is the official certification body for Gold Standard for the Global Goals, the most credible and robust standard for measuring, reporting and verifying climate and development impacts. In collaboration with The Gold Standard Foundation, SustainCERT launched the Value Chain Certification solution late 2018 which has now become the benchmark framework for intervention level Greenhouse Gas (GHG) Scope 3 accounting in corporate agriculture value chains.

Reporting to the Head of Commercial, the Director Marketing & Communications will be responsible for creating and implementing a comprehensive marketing, communications and public relations program that enhances the company's brand presence and awareness within its core markets and the general public. She/he will lead on strategic and operational work to engage with target audiences, facilitate external and internal communications activities, and deliver against business objectives.

Specific activities to undertake in 2021 include the launch of a communications and marketing strategy in support of SustainCERT's ambitious 5-year growth strategy, which includes the production and launch of new software solutions for carbon markets and corporate scope 3 accounting.

The Director Marketing & Communications will manage a Communications and Marketing manager and oversee SustainCERT's engagement with relevant communications and media agencies.

SustainCERT is incorporated in Luxembourg, but this position is ideally located in the Netherlands.

2. PRIMARY RESPONSIBILITIES AND TASKS

Key Responsibilities

1. Development, implementation and oversight of marketing & communications activities:
 - Assume overall responsibility for SustainCERT's marketing, communications and public relations plans and strategies, from concept to execution.
 - Oversee editorial direction as well as design, production and distribution of marketing and communications materials.
 - Work closely with SustainCERT teams and departments to ensure consistency and accuracy of all external and internal communications.
 - Support the development of media materials and liaise with partners on joint PR and media initiatives.



- Proactively identify and organize opportunities to increase SustainCERT's brand presence and exposure.
 - Partner with the Finance Director on the annual budgeting and planning process.
 - Measure individual and team progress against performance metrics
2. Strategic management of the relationship with Gold Standard on relevant matters
- Develop and implement a joint workplan with relevant counterparts at the Gold Standard to ensure complementarity in communications and marketing efforts.

3. QUALIFICATIONS

- At least 15 years of overall professional experience; ideally 10-plus years in high profile marketing / communications roles within an organization focused on sustainability / climate change
- A strong understanding of impact verification /carbon markets / corporate sustainability reporting
- English mother tongue or excellent command of English
- Connected within the media/communications circles and able to drive external relationships with key communications partners independently.
- A successful track record designing and implementing marketing and communications strategies
- Excellent communication (verbal and written), presentational and drafting skills, with proven ability to translate technical and complex topics into creative and compelling communication assets
- Experience working with remote and international teams.
- Excellent communication and relationship building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders
- A multi-tasker with the ability to wear many hats in a fast-paced environment
- Personal qualities of integrity, credibility, and dedication to combatting climate change
- Strong team player
- Ability to work independently and on own initiative
- Minimum of a BA, ideally with a related graduate degree

4. APPLICATION DEADLINE

Please send a cover letter and resume to recruitment@sustain-cert.com. The position will remain open until a suitable candidate is found. Candidates selected for a first-round interview will be notified by email. Please note candidates will not be notified unless selected for an interview.