



Director of Marketing & Communications

Start Date: A.S.A.P., 40 hrs p/w (*with Working Time Reduction benefit, i.e. 43 days leave per year including public holidays*)

Location: **Flexible**-work either hybrid or/remotely (+/- 2 hours CET).

Preferred location Madrid, 2nd preferred location Brussels.

Salary indication: € 90.000-€ 115.000 incl benefits, subject to experience and location.

Contract: 1 year initially – extension by mutual consent

Position summary and job purpose

We are seeking a Director of Marketing and Communications deploying GRI's communications strategy that will promote the organization's purpose, mission, vision, and impact, as well as to own the branding of the organization and the design of marketing campaigns for our "business products". The Director of Marketing and Communications will play a key role in enhancing GRI's reputation and raising its profile with internal and external audiences. The Director of Marketing and Communications will also be involved in organization-wide strategy planning and dissemination. The post holder works with and reports to the Chief Operational Officer.

Job responsibilities

- Provides strategic advice and guidance to GRI's Management Board on communications issues, trends, and opportunities.
- Leads the process to review and operationalize GRI's Communication Strategy that aligns and advances GRI's purpose, mission, vision and values for internal and external audiences.
- Designs and manages marketing campaigns for commercial GRI services.
- Leads the development and execution of GRI's annual communications plans in line with GRI's communication strategy to enhance GRI's reputation.
- Oversees the development of strong relationships with internal and external stakeholders to amplify GRI's messages and impact.
- Responsibility on decision-making of event participation as well as event planning.
- Leads the development of content, messaging, and branding materials to support GRI's outreach efforts with internal and external audiences
- Develops and manages the communications budget, ensuring resources are allocated effectively and efficiently.
- Manages and develops a team of communications and marketing professionals (including staff, consultants and agencies), fostering a collaborative and high-performing culture.
- Other duties as requested.

Key competencies / Requirements

- Master's degree in communications, public relations, journalism, or a related field.
- Native-level English required (written & verbal), plus at least an additional European language; other languages a plus.
- 15-20 years of experience in communications and/or marketing, with at least 5 years in a leadership role.
- Experience in sustainability, corporate social responsibility, or related fields.



- Proven track record in developing and implementing successful communications and marketing strategies.
- Excellent written and verbal communication skills, with a strong ability to communicate complex ideas to a variety of audiences.
- Demonstrated ability to build and maintain strong relationships with media, stakeholders, and partners.
- Experience in managing a team of marketing and communications professionals (a mix of staff, consultants and agencies), with a track record of fostering a collaborative and high-performing culture.
- Detail oriented.
- Strong project management and budget management skills.
- Passion for sustainability and a commitment to GRI's mission.

About GRI

GRI (Global Reporting Initiative) is the independent, international organization that helps organizations be transparent and take responsibility for their impacts so that together we can create a sustainable future. We do this through the creation of the global common language for organizations to report their sustainability impacts. This enables informed dialogue and decision making around those impacts.

GRI is the global standard setter for impact reporting, which through an independent, multi-stakeholder process, maintains the world's most comprehensive set of sustainability reporting standards. Available as a free public good in 12 languages, the GRI Standards are, globally, the most widely used for sustainability reporting.

GRI plays a unique role in the global drive to create a sustainable future for all. Sustainability reporting enables transparency and helps markets function more efficiently, supporting better decisions that create sustainable benefits for everyone.

GRI works with businesses, investors, policymakers, civil society, labor organizations and other experts to develop the GRI Standards and promote their use by organizations around the world. The resulting standards help governments hold organizations accountable for their impacts and initiate dialogue to drive corporate contribution to national and international sustainable development efforts.

Today more than 10,000 organizations, including 78% of the largest 250 companies in the world, disclose sustainability information through the GRI Standards – something unimaginable only 25 years ago. In addition, our standards are referenced explicitly in 248 policies of governments, regulators, and stock exchanges in 85 countries.

Headquartered in Amsterdam, the Netherlands, we have a network of seven regional networks ensuring we can support organizations and stakeholders worldwide.



How to apply

If you are a seasoned communications professional with a passion for sustainability and a track record of success, we encourage you to apply by submitting your CV and letter of interest in English to apply@gri.recruitee.com. The deadline to apply is **12.00 noon (CET), 12 October 2023**. GRI appreciates all expressions of interest, however only short-listed applicants with valid residence/work permit status will be contacted.

GRI, Attn. Human Resources

Visitors' address: Barbara Strozilaan 101, 1083 HN, Amsterdam, The Netherlands

T: +31 (0)20 531 00 00 www.globalreporting.org

