



ICLEI – Local Governments for Sustainability is a global network working with more than 2,500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development. Our Members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability. The ICLEI World Secretariat is based in Bonn, Germany.

ICLEI World Secretariat (ICLEI WS) is a not-for-profit organization based and registered in Bonn, Germany. The ICLEI WS represents the organization on the global level, undertakes global strategy building and coordination, manages ICLEI governance, prepares new program areas, supports ICLEI's regional and country offices, implements global programs and projects, and advances initiatives with our offices, Members, partner and other local governments in a global context.

The Global Communications Team is seeking qualified candidates for the position of:

## Officer, Digital Communications

The Officer, Project Communications will be part of the Communications Team at the ICLEI World Secretariat. The Communications Team is responsible for strategic global communications that reach a diverse global audience. This position is well-suited for an individual who is highly motivated and interested in managing communications within a dynamic global organization. The successful candidate should be highly organized and strategic, and interested in joining a resourceful team that aims to foster teamwork, creativity and effectiveness.

### **Tasks:**

#### **Main responsibilities:**

- Day-to-day management and growth of ICLEI's blog CityTalk and global newsletter (iNews) and the global audiences that read them.
- Grow the engagement, readership, subscriptions and visitor metrics of ICLEI's blog and newsletters.
- Build and implement a content plan for the blog and global newsletter, based on user analytics, audience research, SEO/keywords research and other inputs.
- Deliver regular reporting on related KPIs to team and project leads.
- Serve as a project communications liaison for technical project teams. Consult on the development of project or topic-related communications plans, in line with ICLEI's global vision and project goals, with a special focus on digital communications.
- Serve as in-house expert on digital audience and community building. Support in growing visitors and readership of other ICLEI web properties and newsletters. Provide consultation and training to internal stakeholders.
- Actively use project management systems that ensure clear communications and effective on-budget and on-time project delivery.

#### **Additional responsibilities:**

- Work collaboratively with teammates and technical staff to conceptualize, develop and iterate on high-impact, audience-driven deliverables that deliver complex but clear messages and achieve our growth goals.
- Help develop the Communications team briefing and discovery process for project deliverables.
- Support the Head of Global Communications in the development of annual Communications strategy.





- Support the institutionalization of ICLEI communications strategy, messaging and deliverables through the co-development of standard operating procedures, guides and information platforms.
- Regularly manage external and freelance consultants when necessary.

### **Requirements:**

#### **Main requirements:**

- 2-4 years of professional experience working in a similar role.
- Bachelor's degree (preferably in communications, marketing, journalism or public relations).
- Proven experience in delivering effective digital communications, blog management or community management.
- Good time management skills - ability to perform well while handling a number of functions simultaneously.
- Native-level command of English language in writing.
- Interest in and knowledge of sustainability and global climate advocacy processes.
- University degree (or equivalent) in Communications, Marketing or related fields, or equivalent experience.
- Deep experience with digital marketing and communications tools, such as website CMS tools, especially WordPress; SEO tools, such as Ahrefs; and analytics tools, such as Google Analytics.
- Must be comfortable working with people of diverse backgrounds.

#### **Additional qualifications**

- Experience with Canva or graphic design software (e.g., Adobe Photoshop and InDesign).
- Strong aptitude and enthusiasm for creative thinking and projects.
- Professional knowledge of additional languages, especially German or Spanish.
- Strong interpersonal and consensus-building skills.
- Highly solutions-oriented approach, driven by opportunities to achieve positive change.

### **Terms and conditions:**

The position is available as early as 1 March 2022 at the ICLEI World Secretariat in Bonn, Germany, with a later start date possible upon agreement. The duration is planned for one year with the possibility of extension. The Officer, Digital Communications, will report to the Head of Global Communications.

ICLEI is offering an annual salary starting at 36477 EUR before tax and social insurance fees for the full-time position. The final salary will be determined based on the chosen applicant's relevant years of professional experience and is set in accordance to the official salary grid of ICLEI.

- Workings hours: 40 per week
- 30 days of paid leave per year for a full-time position
- Working language: English
- The employment contract will be based on German law.
- Due to legal requirements, applicants must be eligible to obtain an appropriate work permit for Germany prior to the start of the position.

### **Application:**

By email to [careers\\_dot\\_bonn@iclei\\_dot\\_org](mailto:careers_dot_bonn@iclei_dot_org). Please include "Office, Digital Communications" in the subject line and send us:

- A letter of motivation, your recent CV of 4 pages at most (Europass format preferred), and any relevant certificates, merged into a single pdf, no larger than 5 MB



- Three work samples that you believe best demonstrate your fit for the position as described, with a brief explanation of your role in producing the deliverable (if it's necessary to better understand your abilities)
- Indication of possible start date
- Indication of citizenship, and if non-EU, if you already hold a work permit for Germany
- For data protection information, please read our [disclaimer](#) and [privacy policy](#) on our website.

### **Equal Opportunity and Employment Policy**

ICLEI World Secretariat's hiring policy is geared to ensure that the organization hires employees without regard to their race, color, religion, national origin, citizenship, age, gender, marital status, socio-economic background or sexual orientation. ICLEI's policy is that applicants for employment and career progression are considered solely on the basis of their relevant qualifications and competencies.

Please note that applications received after the deadline cannot be considered. Applications will be reviewed continuously upon arrival. Therefore submitting your application as soon as possible is advisable. The ICLEI World Secretariat shall only contact those applicants shortlisted for this position. In order to support the evaluation via interview, shortlisted candidates might be required to undergo a written test relevant to the job content.

## **Application Deadline: 15 February 2022**

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