

Job description

Communications & Marketing Assistant – B2B

Do you have a talent for creating purposeful client-focused content? Would you like to work for a mission-driven consultancy at the forefront of biodiversity and nature sustainability? As Communications & Marketing Assistant for this dynamic and experienced international environmental consultancy, your work will be vital in increasing awareness with clients, prospects, and target audience groups. As part of a focused communications team, you will have a direct impact on how we position ourselves in the market and will use your experience to add value to the work of our dedicated team of ecologists and sustainability professionals.

This is a unique opportunity to join a globally respected consultancy in the growing area of business and biodiversity. Working alongside leading experts in the field of biodiversity management, your role will help shape how we reach, connect and engage with some of the world's biggest companies, household brands and conservation organisations.

Responsibilities

- Create / edit shareable long- and short-form content, with a focus on the needs of our target audiences and the key developments in biodiversity and nature sustainability
- Draft, edit and publish marketing and social media materials
- Design visual content, such as infographics, slide decks or data visualisations
- Source and develop project case studies
- Support consultants with proposals, presentations and reports, including editing and layout in TBC's templates
- Provide administrative support for conferences or events
- Support the development and implementation of a social media plan/calendar
- Support the development and implementation of the communications and engagement plan
- Update databases and media lists
- Track projects and media exposure
- Support effective internal communications

Essential skills and experience

- Minimum two years' experience in a B2B communications role or similar
- Honours degree or equivalent professional qualification
- Excellent communication skills, with strong writing and editing across all channels: website, social media, conference presentations, industry briefings, blogs and email campaigns
- Experience with design software (e.g. Photoshop, InDesign, Figma, Publisher or similar)

- Fastidious attention to detail
- Solid editing and research skills
- Experience of tracking, monitoring, and reporting on communications activity
- Experience of creating content for social media channels, in particular Twitter and LinkedIn
- Experience of formatting complex Word documents and using templates is desired
- Strong interpersonal skills, including the ability to work with a range of colleagues and audiences
- Experience of working in a team and the ability to work collaboratively
- Excellent organisational skills and the ability to set and meet deadlines
- Experience of planning and implementing multiple projects

Desirable attributes

- Degree or professional qualification in marketing, brand or communications
- Understanding of media relations and digital media strategies
- Experience of creating, managing, or commissioning video and/or animation
- Working knowledge of Content Management Systems
- Product marketing experience
- Experience in science communications, a relevant environmental subject or business sustainability
- Ability to work in French or Spanish

Role details

- Full-time
- £22,500-£27,500. Benefits include potential annual bonus, 25 days' holiday, work pension scheme, life insurance and flexible working
- UK (preferably Cambridge, other home-based locations considered)
- We are offering a hybrid approach to home and office working to provide an adaptable experience for all employees. We expect some working time to be spent in office, to promote a strong collaborative environment with good team integration but are accommodating to different home working requirements

Application details

Applications by 30th Nov 2022 (early application encouraged): Send the following to: recruitment@thebiodiversityconsultancy.com

- Up-to-date Curriculum Vitae
- A short application letter explaining your interest in the job, showing clearly how you meet our job and person requirements
- Two recent examples of your communications outputs / portfolio

Early applications are encouraged, and we reserve the right to appoint earlier should the right candidate be found.

The Biodiversity Consultancy is committed to diversity and inclusion and welcomes applications from all background.

The Biodiversity Consultancy Ltd, 3E King's Parade, Cambridge, CB2 1SJ, UK
 Tel: +44 1223 366238 enquiries@thebiodiversityconsultancy.com
www.thebiodiversityconsultancy.com

About us

The Biodiversity Consultancy works with business and finance to integrate nature into sustainability strategy and practice. Since 2006 we have guided clients across sectors and around the world to respond to biodiversity- and nature-related risk and create new ways of working which deliver business value and safeguard our natural environment.

Our team are purpose-driven biodiversity and sustainability experts, trusted by household names, financial institutions, governments, and leading NGOs to deliver strategic guidance and deep technical expertise. From single sites to global systems, we equip our clients with the knowledge, capacity, and tools to create meaningful change and achieve their nature-related goals.

We place a high value on the experience and expertise of our staff and strive to create the conditions for individuals to grow and flourish in a stimulating, collaborative and flexible culture. Personal development is important to us and as such, we offer a comprehensive, tailored induction and ongoing in-house and external training opportunities.

At heart we are committed conservationists who believe we can make more of an impact by working with business. We take significant steps to live our values, from our due diligence process to environmental policies covering the way we work. We invest in the environmental leaders of the future through our internship programme and donate 12.5% of our profits to environmental causes chosen by staff.

More can be found about our work and our team at www.thebiodiversityconsultancy.com