

JOB OPENING: STRATEGIC COMMUNICATIONS

ABOUT REN21

REN21 is the only global renewable energy policy network of actors from governments, industry, NGOs and science and academia. We create an enabling environment to support renewable uptake. We do this by building on a broad, cross-sectoral community and offering a platform for these stakeholders to engage and collaborate. Equipped with knowledge and tools, supported by a culture of dialogue and debate, and augmented by new ecosystems, this community of change strategically drives the deep transformations needed to make renewables the norm. **Our goal: enable decision-makers to make the shift to renewable energy happen – now.** www.ren21.net

Being a part of the **REN21 Secretariat** means that you are joining one of the leading international renewable energy organisations. Being part of an agile organisation means that every team member participates in shaping how we make the shift to renewable energy happen. REN21's work culture is project-based and collaborative, building on people's talents. You can learn more about our culture [here](#).

POSITION DESCRIPTION

REN21 is seeking a new colleague to lead on **Strategic Communications**. The successful candidate will join the Communications Team. This team of four is collectively responsible for delivering and evolving REN21's institutional and public communications, media outreach, digital media, and events.

This is a full-time position, based at the REN21 Secretariat office in **Paris, France**. There is the possibility to work from home two days/week. Salaries are market-based (c.f. APEC salary grid). The working language is English.

RESPONSIBILITIES

Develop and implement strategic communications activities to influence and shift political, public and media debates around the transition to renewable energy

Strategy and Institutional Positioning

- Update, implement and further develop REN21's integrated communication strategy across all REN21 activities in line with the organisational strategy
- Ensure that all messaging and content produced aligns with both the communication and overall institutional strategies and is coherent across REN21 communication channels
- Work collaboratively with REN21 staff to identify and strategically amplify REN21's unique perspective, ensuring that communication activities are built on REN21 knowledge
- Monitor, measure and analyse the effectiveness of communication efforts and adapt activities to reflect strategy objectives

- Lead on the development, planning, and implementation of strategic messaging to position renewables, building on the REN21 network and using available communication tools
- Monitor industry trends, news, and competitor activities to identify opportunities, where REN21 could engage, and potential risks

Editorial and Content Production

- Work with REN21 team to develop strong key messages and narratives that align with REN21's overall communications
- Design and deliver communication materials and campaigns to spread compelling messaging using content from REN21's knowledge/data and collaborating with REN21 partners on amplification
- Oversee the launch of REN21's reports: press outreach, content creation, campaign coordination

Media Relations

- Manage media relations and serve as the primary point of contact for press inquiries and interviews
- In collaboration with our media agency position REN21 as key commentator on renewables to spread the network's evidence-based messaging
- In collaboration with our media partner, cultivate relationships with journalists, influencers, and key stakeholders to secure media coverage and partnerships

Branding and Messaging Alignment

- Review relevant internal documentation and external facing documents/reports for messaging and institutional coherence: content and visual
- Oversee relevant institutional communication: correspondence; presentations etc., ensure that all communication activities align with institutional positioning
- Ensure that all communication material adheres to REN21's editorial line and visual identity

Agile Management and Coordination

- Ensure the overall planning and coordination of the REN21 communication activities
- Develop and maintain a diverse network of partners and contacts across sectors to identify and collaborate on joint, strategic communication opportunities
- Collaboratively establish a framework to measure (KPIs), monitor and report on communication performance
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- Work with the community team to develop and maintain close collaboration with REN21 members' communication focal points
- Manage communications interns and external consultants

APPLICANT PROFILE

REN21 is seeking a new colleague to lead on **Strategic Communications**. The applicant is expected to demonstrate:

- strategic thinking to guide communication activities and strategically position renewable energy in different sectors

- the ability to find innovative communication solutions for a complex and dynamic environment
- a real appetite for coordinating communication activities along a full project cycle (strategy, conceptualisation, operationalisation, planning).

The successful candidate will collaborate with the other REN21 teams and with external partners and stakeholders. **We therefore require someone who:**

- can work in a fast-paced, international environment with the ability to evolve strategic plans in a rapidly changing environment
- responds positively to change, is not afraid to challenge the status quo and introduces new ideas when appropriate
- is energetic, flexible, self-starting team player with the ability to foster a strong level of engagement across the team and networks

Technical Skills

- At least ten years of professional experience – five of which are in a senior position – in the field of strategic communications on energy, environment, development and/or climate, ideally having worked in an NGO, an international organisation or a renewables company
- Extensive experience and knowledge of strategic and political communication
- Strong analytical skills
- Proven success in conceiving of communications campaigns and developing editorial content
- An understanding of the renewable energy ecosystem, partners, stakeholders, and their needs
- Strong interest in political and societal developments
- Has experience managing teams, external service providers and budgets

People Skills

- Outstanding oral and written communications skills, with the ability to find new ways of telling stories, and clever ways to make complex information succinct and interesting
- Excellent interpersonal skills
- Experience in building and working with different interest groups
- Ability to collaborate and juggle competing demands with speed, excellence, and humour
- Can promptly resolve problems through timely consultation in an environment of mutual respect
- Native or proficient level of English

The following is desirable:

- University degree in communications, journalism or other relevant subject
- Knowledge of German and/or French

APPLYING

To apply, please send your CV and motivation letter to claire.rimbaud@ren21.net All your application materials should be in English. Please make sure the files are named according to the following format: Last name_First name_CV; Last name_First name_Letter

Application period is ongoing until a suitable candidate is found.

Only short-listed candidates will be contacted.