



## Job Description: Digital Communications Manager

**Reports to:** Director – Communications and Investor Relations

**Place of work:** Central London / hybrid

**Time:** 5 days / week – full time

**Contract length:** 12 months fixed term contract (maternity cover)

**Starting date:** ASAP

**Salary:** £40,000 – £45,000 depending on experience plus benefits

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### About IIGCC

IIGCC brings the investment community together to work towards a net zero and climate resilient future. We create change the world needs by unlocking investor action on climate change.

Through our leading work to drive supportive investment practices, policies and corporate behaviours, we help our more than 400 investor members to navigate implementation of climate considerations in portfolios, advocate for a more supportive policy environment, and undertake effective stewardship and engagement with companies, and the wider market, to create practical solutions that can make a real difference in tackling climate change.

We believe that we can best tackle these challenges by working collaboratively across the global investment community. We have co-founded and fostered initiatives, including Climate Action 100+, the Net Zero Asset Managers initiative, Paris Aligned Asset Owners group and Nature Action 100, to catalyse progress.

For more information visit [www.iigcc.org](http://www.iigcc.org) and [@iigccnews](https://twitter.com/iigccnews).

### The role

The resident digital expert in a small and dynamic team of communications professionals with a fast-growing suite of tools and channels, the Digital Communications Manager (maternity cover) will lead on all aspects of our digital presence – from website to email to social media.

You will use our digital tools, data, and your expertise to highlight IIGCC's work across all programme areas and initiatives. Help us drive member engagement and support our overarching purpose of unlocking investor action on climate change.

A HubSpot pro, you will be able to quickly put together new, visually compelling website pages, develop email templates and ensure that we are capturing and reporting on our successes.

Help our experts connect with investors in the myIIGCC member-only section and manage our public and private publications, supported by the wider communications team.



You will be joining a team of experience communications professionals and working alongside established experts in corporate engagement, investor strategies and policy advocacy, with the potential to contribute towards driving real progress towards a net zero and climate resilient future.

## **Main responsibilities**

### **Social media**

- Own IIGCC's overall social media strategy, with a focus on building the audience, content development, impact and engagement targets
- Oversee management of social media accounts by Communications Officer, ensuring they are updated regularly with relevant and appropriate content
- Own development of creative, dynamic content with a 'digital first' approach and oversee social content calendar
- Monitor mentions of IIGCC and related initiatives across all social media channels, responding and escalating as required
- Track performance of organic and paid social media activity, making recommendations for improving performance

### **Website management**

- Deliver on web strategy for IIGCC and support with web activity for related initiatives
- Work with digital agency and developer to further develop website functionality to maximise engagement and user experience
- Work together with wider team to ensure timely and accurate updates to the website
- Oversee upload of insights, press releases, publications, reports and member updates to the website by Communications Officer
- Create and manage appropriate reporting metrics for websites, making and implementing recommendations to improve the member experience

### **Email communications**

- Lead on strategy for email communications with members, including analysing performance and engagement, and making recommendations on improvements
- Manage overall use of email marketing platform, providing support with templates to ensure a consistent look and feel for all email communications
- Distribute weekly member newsletters, working closely with Content Strategist and Communications Officer on content
- Support on initiative newsletters for NZAM, PAAO and NA100
- Track performance of email communications and provide regular updates to teams with recommendations on potential improvements

### **Analytics and reporting**

- Track performance of communications campaigns across all digital platforms and provide reports to the wider team and organisation to support continuous improvement



- Develop reporting dashboards to facilitate regular and ad-hoc/campaign-based reporting.

## **Skills and capabilities**

### Essential:

- Communications/digital marketing background in the investment industry with an interest in climate change, sustainability and ESG
- Experience using HubSpot for website management, CRM and email marketing as well as key social media platforms
- A self-motivated individual with excellent prioritisation and organisational skills
- Excellent writing and communication skills
- A true team player, collaborative in style with a good understanding of stakeholder management
- Creative flair, an ideas generator excited by developing dynamic communications assets

### Desirable:

- Issues management experience
- Digital content creation experience
- Campaign management experience

## **Why work at IIGCC?**

People join IIGCC because they care deeply about making a difference in supporting our mission that brings the investment community together to make significant progress towards a net zero and climate resilient future by 2030. In return, IIGCC offers its employees a competitive salary with a wide range of benefits and supportive ways of working. You can find the full list of our benefits [here](#).

## **Applications**

Interested applicants should submit a Curriculum Vitae and a cover letter detailing their relevant skills, capabilities and experience for the role by completing the application form [here](#).

If you have any queries, please email [vacancy@iigcc.org](mailto:vacancy@iigcc.org).

## **Recruitment timeline:**

- Deadline for applications: 9am on 10 April 2024
- 1st round interviews (virtual); w/c 15 April 2024

We reserve the right to extend the deadline or close this vacancy early depending on the applications we receive. We recommend that you submit your application as early as possible.

## **Please note:**



- Applicants must be eligible to work in the UK.
- Only shortlisted candidates will be notified.
- We do not discriminate on the basis of race, age, gender, sex, sexual orientation, disability, religion, marital status, or any other basis of discrimination prohibited by law.