



Director of Marketing and Communications

Search conducted by:





The Organization

ClimateWorks Foundation (CWF) is a global non-governmental organization that partners with leading funders to be more strategic, efficient, and effective in their response to global climate change. The organization offers a suite of services:

- **Provides a Global View:** CWF aggregates, synthesizes, and presents emissions data and political, social, technical, and economic analyses in a way that offers insights for climate philanthropy. These insights help funders prioritize opportunities to reduce global greenhouse gas emissions, develop strategies that are robust under different future scenarios, adapt strategies to changing conditions, and track progress towards climate goals.
- **Develops Strategies and Makes Grants:** CWF collaborates with partners globally to develop portfolios of philanthropic investments designed to achieve large-scale greenhouse gas emissions reductions. With their partners, CWF evaluates insights from a wide range of sources, develops informed strategies, and clusters strategies into diversified, high-impact portfolios for philanthropic investment. CWF makes strategic grants that support transnational initiatives and organizations addressing climate change in critical parts of the world. They then monitor progress and apply candid assessments to drive learning and improvement.
- **Facilitates Funder Collaboration:** CWF facilitates collaboration among influential philanthropic funders—creating opportunities for them to interact with their peers, compare strategies, generate ideas, and coordinate investments that target the biggest drivers of global climate change.
- **Grows Climate Philanthropy:** CWF helps increase the number of foundations working to address climate change and grow the overall size of philanthropic investment directed towards climate action. Central to this effort is the organization’s work with funders to help them evaluate investment opportunities that are aligned with their interests and priorities, and to connect them to like-minded peers.

As experts in climate science, public policy, economic and social analysis, and strategic philanthropy, CWF’s staff understands the multi-faceted challenges and opportunities of climate change. They are researchers, strategists, collaborators, organizers, and grantmakers who care passionately about the mission.

For more information, please visit www.climateworks.org.





The Opportunity

Reporting to the Vice President, Philanthropy, and overseeing a growing team of staff and consultants, the Director of Marketing and Communications will lead and oversee all corporate communications, brand management, public relations and media strategy. S/he will ensure coordination, as well as brand consistency, across CWF's diverse set of global initiatives. The Director will play a pivotal role in carrying out CWF's mission to leverage philanthropy and accelerate climate mitigation efforts, and drive consistent and compelling narratives to the organization's growing list of partners, funders, and grantees.

In this newly created position, the Director will serve as a strategic communicator who will build on CWF's past and current successes in the field, with a forward looking, innovative approach. As CWF approaches its 10-year anniversary, it has ambitious plans for increasing impact and expanding awareness of its mission, and the Director will propel the movement to solve the climate crisis through engaging, targeted marketing and communications efforts.





Key Priorities

Brand and Reputation Management

- Lead the refinement of CWF's brand strategy and guidelines, and drive its implementation throughout the organization to maintain consistency and alignment.
- Oversee the development of creative marketing collateral and assets that conveys to key audiences CWF's compelling mission, programs and services, including but not limited to a refresh of the organization's website.
- Ensure and maintain consistent messaging and branding across departments and initiatives through trainings, collateral development, and content curation.
- Manage the organization's reputation management plan and support its crisis management team in order to mitigate challenges that may arise in the public space, coaching and guiding others in the organization to respond accordingly.

Storytelling and Message Development

- Create organizational messaging strategies in partnership with internal and external stakeholders to ensure alignment and clarity around CWF's work.
- Drive communications efforts for CWF's ambitious campaigns, such as Go Big, a multibillion dollar, global fundraising campaign focused on dramatically increasing philanthropic investments in solving the climate crisis.
- Partner across internal and external stakeholders to coordinate communication on major climate and environment related initiatives and current events.
- Identify key target audiences and craft tailored storytelling pieces for use across a variety of communications channels, including but not limited to the website and social media sites.
- Drive the organization's media and public relations strategy, maintaining consistency with its global brand.





Ideal Candidate

CWF seeks an individual who is skilled at identifying and crafting marketing and communications initiatives for a variety of target audiences, spurring increased awareness and engagement in the movement to influence climate change through philanthropic endeavors. The Director must bring a commanding integration of thoughtful, strategic insights, along with a natural ability to construct influential and persuasive messaging for diverse audiences. An innate understanding of and passion for climate action is essential to success.

Working cross-functionally and with relevant organizations in the field, the Director must demonstrate an aptitude for working with and through various stakeholders to collaborate on external messaging. S/he will bring a demonstrated track record of supporting strategic partners in developing and delivering content across geographies and audiences.

The selected candidate will be a concise, honest, and thoughtful communicator who instinctively understands nuanced messaging in an often complex and politically tenuous environment. S/he will be a proven manager and executor of multiple streams of marketing and communications work, possessing the acumen to evaluate return on investment and prioritize accordingly.





Minimum Qualifications

Candidates must have at least ten years of progressively responsible marketing and communications experience in a company or organization with a global mission and impact. Experience in the climate or environmental space is a plus.

This position will be based in San Francisco, CA.

To Be Considered

ClimateWorks Foundation is an equal opportunity employer and welcomes a diverse candidate pool. The Foundation recognizes diversity as an asset essential to accomplishing its work and views diversity as encompassing differences in race and gender, as well as age, national origin, disability, sexual orientation, job skills, education, and geographic location. All qualified candidates are encouraged to apply as soon as possible. To be considered, please go to <http://candidateportal.waldronhr.com> and submit your resume and a cover letter expressing your passion for the mission and fit for the role.

The search for a Director of Marketing and Communications is being assisted by a team from Waldron:

Alison Kaneko
Search Director
Direct: 415.678.5001
Alison@waldronhr.com

Eliza Kinrose
Senior Associate
Direct: 415.932.6270
Eliza@waldronhr.com





Waldron is honored to work with ClimateWorks Foundation in the search for a Director of Marketing and Communications. ClimateWorks Foundation does amazing work, and we are doing our best to recruit a talented team member who will accelerate this mission. As the consulting partner strategic leaders choose to help attract, engage, and inspire effective leaders, Waldron provides a unique combination of executive search, leadership development, and career transition services across sectors and industries. Our passion is helping people and organizations realize their full potential and increase their impact.