



Job Description

Voluntary Carbon Standard Association

Job Title: Director of Communications

Location: Washington, DC, USA

Start Date: February 2010

Reporting to: CEO

Background on the VCS Association

The Voluntary Carbon Standard Association (VCSA) is responsible for the management of the Voluntary Carbon Standard (VCS) and its associated program, which were launched on November 19, 2007. The primary objective of the VCS is to bring standardization, transparency and credibility to the voluntary carbon market, and the VCS has now established itself as one of the leading GHG standards and programs in the voluntary carbon market. In addition, the VCS is likely to play an important role in the development of compliance regimes worldwide.

The VCSA is looking for a dynamic Director of Communications to strengthen both the VCS brand and the VCSA's communications with market stakeholders, and to further drive acceptance of offsetting among both corporations and consumers.

Job Description

The Director of Communications will be in charge of developing, implementing and revising, as appropriate, a comprehensive communications strategy for the VCSA. The VCSA has been able to establish itself as one of the leading GHG programs in the market, but it needs to strengthen its communications efforts in order to continue to be a leader in the sector as well as to drive broader acceptance of the VCS and offsetting as a whole. Principal tasks and responsibilities will include, at a minimum, the following:

- 1) Develop and implement a comprehensive communications and outreach plan that will ensure the VCSA has a steady stream of opportunities (e.g., events, sponsorship opportunities, stories/news releases, OpEds) to communicate with its stakeholders and other market participants.
- 2) Draft and finalize communications materials for the VCS, including introductory brochures, fact sheets on specific programs (e.g., AFOLU, double approval process), conference displays, and posters.

- 3) Manage the VCSA's relationships with all media outlets. This will include preparing news releases, briefings and/or press conferences regarding key news items announced by the VCS, and reviewing all media stories about carbon offsetting. This will also require looking for ways to leverage relevant reports and findings so as to maximize positive coverage for the VCS in particular and offsetting as a tool for addressing climate change in general, as well as responding to articles (e.g., drafting letters to the editor).
- 4) Manage the relationship with the VCSA communications and research consultants, including supervising the research into the branding of the VCS and the overall acceptance of offsetting among the population. This will include bringing together results from market research, focus groups and soft soundings of industry leaders.
- 5) Develop, as appropriate, outreach strategies to targeted sectors, including VCSA participation in and sponsorship of conferences worldwide.
- 6) Manage the VCS website, including developing, maintaining and updating website content, ensuring that internet traffic is maximized through the appropriate optimization of search engine key words.
- 7) Manage all budgetary and administrative aspects of the VCSA's communications strategy.
- 8) Oversee the use of the VCS logo and the overall VCS brand by market participants and ensure compliance with licensing agreements.
- 9) Assist with other parts of the organization as needed.

Required Knowledge, Experience and Skills

- 1) Excellent written and oral communications skills are absolutely essential.
- 2) 2 - 4 years work experience in the fields of communications and/or marketing.
- 3) Experience and expertise designing and implementing communications and outreach strategies for products and services.
- 4) Knowledge of marketing research and tools would be considered an asset.
- 5) Experience in the environmental sector, and climate change in particular, would be considered an asset.
- 6) Masters degree in Communications or a related field would be considered an asset.
- 7) Fluency in English absolutely essential; fluency in another UN language would be considered an asset.

Required Traits

- 1) Sharp analytical mind, with good attention to detail.
- 2) Ability to multi-task on issues of substance.
- 3) Ability to work independently and on own initiative.
- 4) Professional approach and demeanor.
- 5) Good organizational, communication, interpersonal and team skills.

Terms and Conditions

A competitive salary is available and other terms and conditions will be discussed during the application process. Applicants must be eligible to work in the US.

In order to streamline the application process, applicants are requested to submit the following documents:

- 1) Cover letter (not to exceed one page).
- 2) Resume/CV (not to exceed two pages).
- 3) A short writing sample (maximum 500 words) outlining what key obstacles keep carbon offsetting from becoming more of a mainstream activity, and potential solutions.

All documents must be submitted to communications@v-c-s.org by close of business Friday January 29, 2010.