

# cradle to cradle products innovation institute

*Release date: 20 January 2021*

## **Director, Marketing & Communications**

*Location: Europe; with Amsterdam, the Netherlands preferred*

*Eligibility to work in the European Union is required for this position.*

The Cradle to Cradle Products Innovation Institute is looking for an exceptional individual to join our highly dedicated and talented team to accelerate adoption and maximize the positive impact of the Cradle to Cradle Certified™ Products Program worldwide.

The Cradle to Cradle Products Innovation Institute is dedicated to powering innovation for the circular economy through products that have a positive impact on people and planet. As the standard-setting organization and certification body for the Cradle to Cradle Certified Product Standard, the Institute works closely with leading organizations worldwide to guide and validate their efforts to apply the principles of material health, circular economy, climate protection, water and soil stewardship, and social fairness to product design and manufacturing.

The Marketing and Communications Director will lead planning and execution of global marketing and communications activities for the Cradle to Cradle Products Innovation Institute. The position is responsible for setting strategic direction and carrying out day-to-day, operational activities including management of the Institute's public relations, stakeholder communications, web site and social media presence. The Director will work closely with the Institute's management team and staff to develop and implement effective communication and marketing strategies for increasing the visibility, understanding and adoption of the Cradle to Cradle Certified framework for designing and making safe, circular and responsible products. The Director will also support companies across all sectors to highlight Cradle to Cradle Certified products in marketing materials and communications channels. The Director will be responsible for creating dynamic content for the Institute's web site and social media channels, as well as for executing marketing and communications projects from conception through completion, on time and on budget.

## **KEY RESPONSIBILITIES**

- Develop strategy for targeted program- and project-specific marketing and communications activities with maximum reach and impact

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- Plan and serve as project manager for marketing and communications initiatives including program announcements, press releases, campaigns, newsletters, event promotions, publications, collateral materials, and presentations
- Plan, create, manage content for Institute web site, communications, and social media channels
- Manage media inquiries and relations
- Work with certification holders to develop product releases and ensure correct use of Institute trademarks and messaging
- Effectively select and manage vendors and consultants providing required services (content development, web/graphic design, printing and other service providers)
- Develop and maintain marketing and communications processes, assets and information systems (IP management, digital asset management, contact lists)
- Manage brand identity and intellectual property protection
- Manage project specific budgets and provide input into yearly departmental budgeting
- Help plan, design, and implement web site improvements
- Develop tracking and reporting for marketing and communications activities

## **RELATED ORGANIZATIONAL GOALS AND OBJECTIVES**

- Effectively communicate C2CPH marketing messages to all audiences
- Promote C2CPH programs and products to support fiscal growth through active marketing and communications channels
- Develop and maintain the C2CPH brand identity and image graphically
- Competently manage the budget for marketing and communications projects

## **DESIRED QUALIFICATIONS**

- Ten years of related experience and/or training or equivalent combination of education and experience
- Bachelor's degree or higher in Communications or Business (Marketing), or equivalent combination of education and experience
- Experience managing production of digital and print marketing materials from content development through delivery
- Applied understanding of principles of design and layout for digital and print marketing materials
- Exceptional writing, presentation and interpersonal communication skills in English, additional languages preferred
- Demonstrated project management capabilities, both as a leader and cross-functional contributor/subject matter expert

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- Exceptional teamwork and collaboration skills across organizational functions
- Proven ability to influence and partner with industry leaders and government representatives
- Strong sense of personal responsibility and accountability for delivering high quality and original work within set timeline
- Hands-on self-starter, able to initiate projects, prioritize competing deadlines and work independently
- Knowledge of key sustainability principles, strategies and trends preferred
- Proficiency in Microsoft Office, Adobe Creative Suite, and XHTML

## WHY WORK WITH US

- Be part of a renowned organization at the leading edge of standard-setting and innovation for the circular economy.
- Thrive in an organizational culture that values collaboration, diversity & inclusion, excellence, integrity and innovation.
- Take part in impactful work designed to connect the dots between the vision of a global prosperous circular economy and practical, real-world application.
- Engage with global leaders to address systemic challenges to responsible production and consumption at the product, business and industry level.
- Interact with leading businesses, governments, industry associations, NGOs and academia within the sustainability and circularity movement.
- Work with talented, highly motivated, mission-driven colleagues in an international setting.
- Be challenged to think beyond traditional approaches and apply holistic pathways to sustainability and industry transformation.
- Shape a positive future for product design and manufacturing, and make an impact for society at large.

**To apply for this role, please submit a current resume and a short cover letter in English to [careers@c2ccertified.org](mailto:careers@c2ccertified.org).**

*The Cradle to Cradle Products Innovation Institute is an equal opportunity employer.*