



**JOB TITLE: Communications and Events Manager**

**LOCATION: Home working (regular travel into London required)**

**SALARY: upto £35,000**

**REPORTING TO: Managing Director**

**Closing Date: 15th Jan**

### **Job Overview**

The Zero Carbon Forum is a membership based non-profit industry collaboration of hospitality operators to design and implement a net zero roadmap. It provides members with best practices, annual benchmark reports, collaborative initiatives and monthly working groups.

We're a small team that's growing fast and looking for people that can help us turn our growth into meaningful action on climate change. The Communications and Events Manager is primarily responsible for defining and delivering our content, marketing and events programme.

You will help us accelerate our pipeline for member growth, and inspire our current members to accelerate progress through producing timely and informative inspirational events and communications.

At its core this role is about taking the learnings from our net zero industry roadmap and making them meaningful and actionable for individual businesses. Your work will be central to us achieving the decarbonisation in the hospitality sector that the planet needs.

### **Key Objectives**

You'll own our content and communications plan.

You'll balance your time between content and communications aimed at current members and at our pipeline.

You'll work closely with the Membership Manager to understand current member needs

You'll lead our marketing and PR, owning the brief to external PR agency, web designer and copywriter and helping us grow over time

You'll own our events programme and be responsible for its form, delivery and logistics

You'll contribute commercially, ensuring our events break even through sponsorship and partnership sales.

## Key outcomes and measures

Quickly build positive relationships with the team, and with our wider freelance network

Our content and comms plan engages current members, who show up to our events

Our content and comms plan invites new members to join and builds healthy pipeline

Our events are well run and well funded

## Requirements and person spec

Experienced marketer with strategic comms mind, ability to understand our audience

- Working knowledge of the Net Zero agenda, and challenges around industrial decarbonisation
- Strong communications skills, persuasive and able to synthesize lots of information and deliver clear messages
- Have experience of working in high growth entrepreneurial business
- Experience in a B2B comms role, and empathy for our hospitality customers
- Energetic, good multitasker, comfortable working across lots of simultaneous projects
- Attention to detail, eye for accuracy. Good proofreading and spot checking
- Good "finisher" naturally suited to help get projects over the line
- Experience designing and delivering great events
- Comfortable in changeable environment and taking ownership of getting things done
- Experience managing people on dotted lines (you'll have no direct reports in H1 2022, but will be able to pull resources from the team to support through busy periods / key events. You'll ensure external PR, Marketing, Copy, Web freelancers are well briefed and well managed)
- Interest/passion for being part of tackling the climate crises
- Strong work ethic
- Willingness to learn
- Self sufficiency

## Nice to haves

Well connected in events industry, good networks and ability to deliver desirable and meaningful events for the hospitality industry

Working knowledge of digital platforms and tools (Wordpress, Mailchimp, CRM tools, Xero, Stripe Raklet)

Closing date for applications is January 15th 2022, but please apply early as we'll be screening on a rolling basis and may close early if we find the right person

For an informal conversation about the role contact [andrew@zerocarbonforum.com](mailto:andrew@zerocarbonforum.com)  
To Apply, send your CV and cover note to [jointheteam@zerocarbonforum.com](mailto:jointheteam@zerocarbonforum.com)