



Marketing Coordinator

Location: UK (remote); some travel may be required

Start Date: as soon as possible

Role: Full-time

Term: 1 year fixed-term contract, with possibility of extension subject to funding

About TNFD

The [Taskforce on Nature-related Financial Disclosures](https://www.tnfd.global) (TNFD) is a market-led, science-based and government-backed initiative providing organisations with the tools to act on evolving nature-related issues. It was launched in June 2021 with the support of the G20 Sustainable Finance Working Group and financial support from a number of governments and philanthropic foundations.

In September 2023, the TNFD published a set of disclosure recommendations and guidance that encourage and enable business and finance to assess, report and act on their nature-related dependencies, impacts, risks and opportunities.

The TNFD recommendations now operationalise Target 15 of the Global Biodiversity Framework (GBF) agreed to by over 190 governments at the CBD COP15 in Montreal in 2022 and enable businesses and finance to integrate nature into their governance, strategy, risk management and capital allocation decision making. The goal of the Taskforce is to support a shift in global financial flows away from nature-negative outcomes and toward nature-positive outcomes, aligned with the Global Biodiversity Framework.

With the recommendations released, the Taskforce is now focusing its efforts on encouraging and supporting voluntary market adoption and supporting efforts to address the implementation, capability building and data needs of market participants.

The Taskforce is comprised of 40 senior executives drawn from leading financial institutions, corporates and market service providers from around the world and across sectors, with combined assets of over US\$20 trillion. Twenty core knowledge partners from leading science, standards, and data institutions feed into the work of the Taskforce. A group of over 1,600 organisations support the work of the Taskforce as institutional members of the TNFD Forum. Over 440 organisations globally have now committed to start reporting on their nature-related issues aligned to the recommendations of the TNFD.

For more information, see www.tnfd.global.

About the role

We are now seeking an enthusiastic Marketing Coordinator to support the Communications Team with marketing (around 65% of the role) and events (around 35% of the role) related tasks.



Ideally the candidate will have experience working in a similar industry such as sustainability, climate, nature/biodiversity, green finance, or the NGO sector, as it aligns closely with the context and goals of this role.

The main responsibilities of the role include:

Digital communications and marketing:

- Execute TNFD's social media strategy; creating compelling visual (graphics and multimedia and written content for LinkedIn and Twitter, using a scheduling tool and managing the social media calendar.
- Create strategic email campaigns that communicate TNFD developments and news to existing community members while also reaching new audiences.
- Design mailers, invites and newsletters on Mailchimp and manage sending and analysing metrics and post-campaign effectiveness to enhance engagement responsiveness.
- Lead on weekly social media catch-up meetings to set content agenda across social channels, this includes documenting decisions and action items to ensure productivity.
- Support on website content management and organisation, including building webpages and interactive digital website content. Regularly audit website content for relevance and accuracy.
- Support with creation of communication toolkits and packs for major events and announcements.
- Support on creating and designing visual assets for the website, social media, newsletters and mailers.
- Support the development of digital content across our learning and capacity-building focused initiatives.
- Coordinate monthly reports from web agency and draw on analytics to inform future content and digital planning.
- Work with CRM manager on audience segmentation and targeted outreach lists for digital channels to ensure tailored messaging and content to each segment. This includes regularly reviewing and updating stakeholder details within CRM database.
- Help manage external queries received by the Communications team, including maintaining FAQ (frequently asked questions) document to address common questions, efficiency and ensure timely responses.

Events:

- Manage the day-to-day coordination and logistics of events – comprising international third-party events (for example at the World Economic Forum, London Climate Action Week and New York Climate Week).
- Manage all aspects of TNFD-hosted events planning and execution, including liaising with event organisers, coordinating with participants, budgeting and logistics.
- Manage RSVP process and event lists for TNFD events.
- Track third-party events and manage event-related requests from other organisers, including working through speaker requests, managing the coordination, preparing event materials and coordinating on logistics.
- Assist the Communications Lead with planning TNFD participation in strategic events across the world.



- Liaise with on-the-ground event contractors around larger and key events.

Skills and experience required:

- 3-5 years of communications and marketing experience.
- Ability to think out-of-the-box, suggest and research creative ideas.
- Ability to tailor messaging to appropriate audiences.
- Strong stakeholder coordination and relationship-building skills, with experience of working in a small, dynamic team.
- Ability to deal with stakeholders in a seniority-appropriate and culturally-sensitive manner.
- Excellent written and presentation skills.

Essential:

- Experience with digital communications and marketing tools and platforms
- Experience with social media platforms and scheduling tools.

Desirable:

- Experience working in a similar industry e.g. sustainability, climate, nature/biodiversity, green finance or the NGO sector.
- Experience working with design tools such as Canva, Adobe Express, Adobe Suite
- Experience of event management and logistics, including detailed understanding of facilities required for a 360-event including AV, catering, media, speaker support, audience management, marketing and social infrastructure.

As part of a small team, you must be willing to work flexibly and take on additional duties, as required.

This role reports to the Senior Communications Manager, working closely with the Communications Lead, Director of Market Engagement and COO.

If this sounds like you:

Please apply by submitting your CV and a short cover letter (of no more than one page).

Your cover letter should include details of:

- your relevant work / educational experience.
- how you meet the broader requirements of the role.

CVs without a cover letter will not be considered.

The closing date for applications is 9am (GMT) on 27th January 2025. Please submit your application to recruitment@gfi.green

Please note:

- If you do not already hold the right to work in the UK and/or require sponsorship in order to continue working here, you should think carefully before applying.
- The Green Finance Institute is an equal opportunity employer and we value diversity. If you are invited to interview and need any reasonable adjustments during the interview process, please let us know.