

Position title	Adviser - Advocacy and Communications
Business unit	Asia Pacific
Manager	Global Lead – Advocacy and Communications
Direct reports	N/A

## About the Global CCS Institute

The Global CCS Institute accelerates the deployment of carbon capture and storage, a vital technology to tackle climate change and provide energy security. We have operations in the United States, Canada, Belgium, Scotland, Japan, China, and Australia.

We advocate for CCS as a crucial component in a portfolio of technologies required to reduce greenhouse gas emissions. We drive the adoption of CCS as quickly and cost effectively as possible by sharing expertise, building capacity and providing advice and support to overcome challenges. Our diverse international Membership comprises governments, global corporations, small companies, research bodies and non-government organisations committed to CCS as an integral part of a low-carbon future.

## Position purpose

Our Americas, Asia Pacific and Europe teams:

- Provide strong promotion for the deployment of CCS;
- Advance technical subject matter expertise;
- Manage relationships with Members;
- Grow our business; and
- Facilitate knowledge sharing networks.

Reporting to the Global Lead – Advocacy and Communications, the Adviser - Advocacy and Communications provides tactical and strategic support for the Institute's global advocacy and communications program, with a focus on the on the Asia Pacific region. The Adviser - Advocacy and Communications is responsible for a suite of communications activities including print and digital marketing collateral, monthly newsletters, event marketing, social media material, media relations and press releases to build a positive media profile of CCS, the Institute, and the Institute's Members.

The success of this role depends on effective collaboration externally and within the Institute's global matrix structure. The Adviser - Advocacy and Communications works closely with colleagues within the Asia Pacific region and with Advocacy and Communications colleagues globally.

The duration of the contract is for an initial period of three months. Through the duration of the contract, the Adviser – Advocacy and Communications will also pick up additional duties in relation to publishing and webinars to cover parental leave of the Digital Channel Specialist.

## Key responsibilities

- Support advocacy and communications in the region, including:
  - Print and digital marketing materials, presentations
  - Social media activity:

- Content creation, campaign planning and delivery, scheduling and monitoring
- Responding to social media
- Analysis and reporting
- Executing advocacy and communications campaigns, with a focus on expanding the reach of CCS messages to a wider audience.
- Organise and manage local Member events, venue bookings, invitations, and compilation and distribution of materials.
- Work with Global Lead Advocacy and Communications to implement the Advocacy and Communications Plan, including:
  - Cultivation of effective relationships with media to expand CCS reach, including media briefing/campaign support via invitations, follow ups and primary contact in absence of the Global Lead
  - Coordination of media monitoring and analysis, including internal circulation of clips and major news developments
  - Drafting of media releases and messaging (in conjunction with the Global Lead)
  - Keep employees informed of communications and advocacy initiatives (in conjunction with the Global Lead)
- Produce and coordinate design briefs for print and digital marketing campaigns, including liaison with internal staff and external agencies.
- Maintain Brand Style Guide and Written Style Guide and ensure compliance with these, providing relevant updates/amendments to the Guides as necessary.
- Prepare materials for global audiences, including press releases, print and digital marketing materials, presentations and monthly newsletters for employees and external stakeholders (coordination, proofing, formatting, mail-out, analysis and reporting).
- Publish media and communications content to the websites, Members' portal, intranet and extranet and support others with publishing of internal and external content as required.
- Support and as required manage the organisation, execution and improvement of the Institute's global webinar program.
- Ensure effective global and regional collaboration and information sharing.
- Other relevant duties as required.

## Skills and experience

### Essential

- Marketing, communications, media or public relations experience, including proficiency in digital marketing and social media.
- Tertiary qualifications in communications, marketing or related discipline.
- Demonstrated ability in preparing high quality documents using clear, concise and grammatically correct language.
- Demonstrated experience with media relations and development of press releases.
- Proof reading and editing skills.
- Event management experience.
- Demonstrated skills in Excel, Word, PowerPoint and intermediate InDesign skills.

### Desirable

- Experience in the communications of energy and climate change.

## Values

Our Values define our culture and guide us internally in our day-to-day work. Each Value is supported by examples of positive and negative behaviours. These are examples only and not an exhaustive list of supporting behaviours.

<p><b>Quality</b> - We strive for excellence in all that we do. For our members, we are a trusted, knowledgeable and responsive partner known for exceptional advice and service delivery.</p>	
<p>Positive behaviour examples</p> <ul style="list-style-type: none"> <li>— Achieves high standards</li> <li>— Improves the way things are done</li> <li>— Work is accurate and timely</li> <li>— ‘Gets under the skin’ of issues and seeks ways to add value</li> <li>— Uses systems effectively e.g. CRM</li> <li>— Allocates resources appropriately towards achievement of the Institute’s objectives</li> <li>— Shows awareness of task interdependencies and monitors tasks to ensure optimal results</li> </ul>	<p>Negative behaviour examples</p> <ul style="list-style-type: none"> <li>— Misses deadlines</li> <li>— Produces limited or poor quality work output</li> <li>— Work includes inaccuracies or errors</li> <li>— Unresponsive to member requests or responses not timely</li> <li>— Provides only what is asked for, without considering requests within broader context</li> <li>— Uninterested in member needs or improving service performance</li> <li>— Focuses on tasks in isolation, at the expense of other work</li> </ul>
<p><b>Collaboration</b> - We work cooperatively with colleagues and our members. Our teamwork goes beyond organisational and geographic boundaries to achieve exceptional results.</p>	
<p>Positive behaviour examples</p> <ul style="list-style-type: none"> <li>— Proactively and genuinely collaborates with others as a normal way of working</li> <li>— Actively engages with others on their input</li> <li>— Considers a range of perspectives before reaching a conclusion</li> <li>— Approachable and shares information willingly</li> <li>— Actively participates in discussions and is appropriately assertive and sensitive in expressing own opinion</li> <li>— Communicates effectively via appropriate channels</li> <li>— Communicates appropriately for the audience and situation</li> </ul>	<p>Negative behaviour examples</p> <ul style="list-style-type: none"> <li>— Works in isolation, in silos or competitively</li> <li>— Unwilling to collaborate or share information</li> <li>— Limited or no communication to manage expectations of members and colleagues</li> <li>— Solicits input late, after a decision has been made or not at all</li> <li>— Feels threatened by those with greater or different knowledge or experience</li> <li>— Undervalues expertise of others</li> <li>— Communication is not tailored to the audience</li> <li>— Unable to convey complex information simply</li> <li>— Communication is ineffective or culturally inappropriate</li> </ul>
<p><b>Integrity</b> - We hold ourselves and each other to the highest standards in all we do and say. Our actions and communications are member-responsive, socially, environmentally and economically responsible, ethical and respectful of diversity.</p>	
<p>Positive behaviour examples</p> <ul style="list-style-type: none"> <li>— Complies with Institute policies and procedures</li> <li>— Is honest and ethical</li> <li>— Respects backgrounds and expertise of others</li> <li>— Treats people fairly, equitably and respectfully</li> <li>— Leads by example – ‘walks the talk’</li> <li>— Conveys difficult messages effectively and appropriately</li> </ul>	<p>Negative behaviour examples</p> <ul style="list-style-type: none"> <li>— Takes risks without understanding or considering the impact</li> <li>— Blames or makes others responsible for a problem they should deal with themselves</li> <li>— Operates in a political and self-serving manner</li> <li>— Sees cost management as someone else’s responsibility</li> <li>— Avoids tough conversations</li> <li>— Tackles sensitive issues in a public forum where others can overhear</li> <li>— Spreads gossip and speaks unkindly about others</li> </ul>