

Position title	Senior Adviser – Advocacy and Communications
Business unit	Europe
Manager	Executive Adviser
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 Executive Adviser, the Senior Adviser – Advocacy and Communications develops regional strategies and implements global strategies to position CCS as a critical technology in addressing climate change, and 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 to develop effective global and regional campaigns. The Senior Adviser – Advocacy and Communications works closely with regional colleagues, Advocacy and Communications colleagues in other regions and Members.

## Key responsibilities

- Develop and implement the Institute's regional advocacy and communications program, aligned with Member priorities and the Strategic Plan in conjunction with the Executive Adviser.
- Utilize proactive communications in various forms, including media, social media, webinars, conference presentations, print and digital, to accelerate the deployment of CCS.
- Ensure that Institute communications in the region are strategic, credible, coordinated, integrated, timely and consistent with the Institute's Strategic Plan and Board-approved key messages.
- Work with regional and Advocacy and Communications colleagues to develop advocacy and communications campaigns appropriate for market segmentation, with a focus on expanding the reach of CCS messages to a wider audience.

- Build enduring relationships with all key stakeholders, including media, government, academia, NGOs, industry, Members, PR consultants and agencies.
- Proactively identify opportunities to promote the Institute, Member activities and to position CCS as a critical technology in addressing climate change.
- Contribute to a suite of materials to promote the Institute and its advocacy message including production of template communications tools, speeches, op-eds, presentations, social media, monthly newsletter content and event marketing collateral.
- Assess and negotiate proposals for co-sponsorship of CCS workshops, events and activities, including recognition for the Institute consistent with the Institute's overall brand.
- Ensure consistency of advocacy and communications material in line with corporate branding and style guide.
- Manage the advocacy outputs for the regional team, including presentations, online content and briefing information consistent with the global brand and standards.
- Produce briefs for design of graphics, online material and publications output; Manage production process where output is required in the region.
- Manage the regional report process including editing and writing and coaching regional colleagues to produce content relevant to differing audiences.
- Support internal and external content publishing including websites, Member's portal, intranet and extranet in collaboration with regional colleagues.
- Support the Institute's advocacy approach by representing the Institute at conferences and meetings in meetings with members and other energy/climate/CCS stakeholders.
- Analyse the effectiveness of advocacy and communications performance and implement improvements.
- Coach and guide others to enhance media and communications capability and persuasive writing skills.
- Contribute to internal communications strategy which informs staff of advocacy and communications programs in a timely manner.
- Contribute to the achievement of Institute's KPIs for media and advocacy.
- Ensure effective global and regional collaboration and information sharing.
- Other duties as required.

## Skills and experience

### Essential

- Bachelor's degree in communications, journalism, marketing, public relations or in a related discipline.
- Demonstrated experience in a senior role in media relations, government affairs and/or issues management in an international context.
- Knowledge of the energy and climate change landscape and CCS fundamentals.
- Demonstrated ability to prioritise and deliver proactive, coordinated and high impact communications activities and managing complex communications campaigns.
- Demonstrated experience in promoting publications via digital and social media.
- Demonstrated editorial experience and persuasive writing skills.
- Superior communication and relationship management skills.
- Fluency in English, written and spoken.

### Desirable

- Experience in the communications of energy and climate change.
- Proficiency in a European language and/or Arabic.
- An aptitude for creative solutions and disruptive campaigning.

## 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>