

Position Title	General Manager Advocacy
Business Unit	Advocacy
Manager	CEO
Direct Reports	Global Lead Advocacy – Melbourne, Australia Senior Advocacy and Communications Adviser – Washington, DC, USA Senior Adviser International Climate Policy – Brussels, Belgium Advocacy Adviser - Brussels, Belgium Administration Manager – Brussels, Belgium
Location	London, UK
Role type	1.0 FTE
Significant relationships	Liaise and engage with: <ul style="list-style-type: none"> ■ General Manager Commercial to promote thought leadership outputs ■ General Manager Client Engagement to promote key messages ■ Members and clients to position CCS as an integral part of a low emission future

Position purpose

A key member of the Leadership Team, the General Manager Advocacy operates globally and is responsible for leading our advocacy strategy to ensure maximum impact for the Institute and CCS, including media, external affairs, brand, marketing and communications, events, internal communications, campaigns, digital and international climate policy

Key responsibilities

- Contribute to corporate leadership as a member of the global Leadership Team
- Manage business unit operations, staff and budget, including input into the development and execution of the annual business plan
- Develop and execute global and local advocacy strategies aligned with strategic priorities
- Manage strategic external relationships
- Oversee Member and client collateral
- Develop and deliver key messages and campaigns via multiple channels and relationships, including but not limited to overseeing content and accuracy of information on websites
- Identify strategic engagements for CEO
- Provide expert advice on responses to media
- Manage adherence to media and copyright policies
- Lead and develop a high performing, innovative global advocacy team
- Support Leadership colleagues in other geographies by providing on the ground support with people, client and operational matters
- Celebrate success via effective internal comms
- Promote the Institute at events and in the media, delivering key messages
- Other duties as required

Skills and experience

Essential

- Relevant general management level experience, ideally a global organisation with a matrix structure
- Demonstrable track record of developing and implementing measurable and high impact advocacy, campaign, media and communication strategies
- Excellent English written and verbal communication skills, including the ability to clearly articulate complex issues in a compelling way for a variety of audiences
- Relevant tertiary qualification

Desirable

- Knowledge of the energy and climate change landscape and CCS fundamentals
- Proficiency in a European language

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