

Position Title	Senior Advocacy and Communications Adviser
Business Unit	Advocacy
Manager	General Manager Advocacy and Communications
Direct Reports	N/A
Location	Washington D.C., USA
Role type	1.0 FTE
Significant relationships	Liaise and engage with: <ul style="list-style-type: none"> ■ Commercial team to promote thought leadership outputs; ■ Client Engagement team to promote key messages; and ■ Members and clients to position CCS as an integral part of a low carbon future

Position purpose

The Senior Advocacy and Communications Adviser is responsible for delivering the Institute's advocacy strategy to ensure maximum impact for the Institute and accelerating deployment of CCS.

Key responsibilities

- Execute advocacy strategy aligned with strategic priorities
- Identify advocacy needs with different stakeholder groups and design strategies to effectively communicate the Institute's messages and priorities
- Manage strategic external relationships
- Educate key stakeholders through workshops, roundtable discussions and other forums
- Liaise and build relationships with media and provide advice and media responses as necessary
- Promote the Institute at events and in the media, delivering key messages
- Manage key events and forums including logistical planning and stakeholder identification/invitation
- Develop Member and client collateral in line with brand and style guidelines
- Ensure currency and application of media and copyright policies
- Celebrate success via effective internal communications including web publishing
- Work with Advocacy colleagues and General Managers to develop advocacy and communications campaigns appropriate for market segmentation, with a focus on expanding the reach of CCS messages to a wider audience
- Develop a suite of materials to promote the Institute and its advocacy messages including production of template communications tools, speeches, op-eds, presentations, social media, monthly newsletter, annual review and event marketing collateral, including customised material for CEO presentations
- Ensure consistency of advocacy and communications material in line with corporate branding and style guide
- Support the development of the Status Report
- Co-manage the Institute website by developing and posting content
- Other duties as required

Skills and experience

Essential

- 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 qualification

Desirable

- Knowledge of the energy and climate change landscape and CCS fundamentals
- Experience working in a global organisation with a matrix structure

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