



October 2023

Director of Communications

Terms of Reference

About NatureFinance

NatureFinance is a Geneva-based, Swiss non-profit organization committed to making nature count in global finance.

Nature-related finance has many dimensions, actors and change pathways. The measurement and pricing of nature related risk is generating a new data industry alongside new tools, standards and regulations. Policymakers and financial regulators are considering the place of nature in financial stability and prudential regulation, as well as new rules connecting nature impacts to everything- from trade and investment to money laundering rules. Emerging nature markets and technologies are also creating new nature related opportunities, from nature credit markets to infrastructure and food systems.

In this landscape, NF undertakes a broad range of different activities on aligning finance with more equitable, nature-positive outcomes, leveraging an extensive range of networks and modalities of influencing. We are a hybrid organization—we undertake classical policy advocacy and forward-looking research, and we also incubate new entities and maintain a market-shaping investment fund. We support public campaigning, as well as more inside track technical work, and have multiple ventures and related brands emerging that impact our communications interests.

The Role

We are looking for an experienced Strategic Communications leader to play a central role in shaping NatureFinance's public narratives and leveraging our networks to deliver on our mission to align global finance with nature positive and equitable outcomes. The successful candidate will be a strategic thinker and inspiring leader, who is a resourceful, creative, and innovative storyteller. Your mission is to design and execute strategic communications planning at the organizational and workstream level, to help position NatureFinance as an innovative thought-leader and impact driver at the nexus of nature, finance and sustainability more broadly. This position is part of the core NF leadership and management teams and is expected to contribute to the substantive direction of NF and locate strategic communications along the entire value chain of our work.



Key Responsibilities

- Design and deliver an effective and agile communications strategy that continues to develop NatureFinance's unique brand identity, organisational positioning and narrative through a range of tools and approaches.
- Pro-actively advance the strategic placement, experience, active voice, campaigns and capabilities of NatureFinance and our partners to build a comprehensive communications presence across all areas of our work/entities, with both a short- and medium-term focus.
- Supporting the NF team, board and strategic partners to be regular and effective communicators on behalf of NF's mission and goals.
- Sustain and build on our excellent track record of branding, design, network leveraging, online presence and publications, bringing our execution in this domain to the next level of impact. This includes outreach events and development of strategic partnerships to advance our messages, reach and impact.
- During periods of urgency, develop rapid response communications plans and participate in working groups with NatureFinance colleagues to coordinate a focused and agile communications responses across the organisation
- Help craft and pitch innovative, out-of-the box pieces to outlets across a range of mediums (print, digital, social), that position NatureFinance leaders' and stakeholders' thought leadership on issues relevant to our mission. This also includes support for high level speaking engagements with NatureFinance leadership.
- Provide high level leadership for a multi-channel digital content strategy, including storytelling and multimedia content development, balancing proactive and reactive priorities, and ensuring a dynamic story and information pipeline to engage target audiences.
- Collaborate closely with development colleagues to support donor outreach and engagement.
- Contribute to internal awareness and knowledge sharing of NatureFinance work being developed, as well as milestones and impact.
- Oversee a small team of core staff and consultants, and intermittent contractors, to execute the above responsibilities with a spirit of responsiveness, strategic opportunism and innovation.

Experience and Qualifications

- Highly organised, strategic thinker with strong attention to detail



- Exceptional writing, editing, research, and oral presentation skills;
- Experience breaking down complex arguments, distilling key messages, and tailoring them effectively for multiple target audiences
- Expertise in developing multimedia stories and messaging tailored to key target audiences and engagement objectives
- Highly adaptive, innovative and mission-oriented
- Demonstrated experience in multi-channel digital marketing, content development, and organizational positioning for a global nonprofit
- Excellent interpersonal skills and high emotional intelligence, with an ability to develop and maintain long-term, productive relationships internally and externally in addition to cross-cultural sensitivity and knowledge
- Ability to manage and prioritize multiple tasks in a fast-paced, high intensity work environment
- Proactive team player with a strong desire to learn and the ability to be flexible
- Strong media relations experience and media contacts a plus

This position will report directly to our Managing Director and work closely with NF senior leadership.

Terms

- Able to work within an EU time-zone preferable (7am-3pm EDT, with some flexibility)

How to Apply

[Please apply here](#) where you will be asked to attach your CV and a short summary paragraph, summarizing why you would be a good candidate for this role.