

Freelance communication and media expert for launch of Brown to Green Report 2018

04.07.2018

Application Closing Date: 20 July 2018**Time period:** July/August to mid-November; 10 – 15 days**Location:** remote

INTRODUCTION

Climate Transparency is a global partnership with a shared mission to stimulate a ‘race to the top’ in G20 climate action and to shift investments towards zero carbon technologies through enhanced transparency.

We bring together the most authoritative climate assessments and expertise of stakeholders from G20 countries. Jointly, these experts develop a comprehensive, concise and comparable picture on G20 climate performance.

The annual Brown to Green Report covers easy-to-use information on all major areas such as mitigation and climate finance and includes detailed fact sheets on all G20 countries. It is published on an annual basis on the eve of the G20 Summit.

Based on the findings of the report, we aim to increase awareness and peer pressure among policy-makers in G20 governments and influencers from civil society and the financial sector on a national and international level. Activities of Climate Transparency to empower change agents include international and country-specific media work, direct communication with decision makers and G20 engagement groups as well as workshops in G20 countries.

The 2018 Brown to Green Report will be released in early November both internationally and with releases tailored to the national circumstances in Argentina, Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, South Africa and UK.

For more information, please visit: www.climate-transparency.org

PROFILE

We are looking for an experienced and skilled Communications and Media Expert with a good knowledge of climate politics, the ability to translate technical data into easy to understand media products and the connections to media outlets worldwide.

In particular, we are looking for somebody with the ability to tell stories, write creatively, incl. Write catchy headlines. The Expert must be able to develop attractive and convincing narratives and key messages from a complex set of indicators.

The Expert should bring the following knowledge and experience:

- Very good knowledge on international climate policies and action, incl. climate/green finance
- Track record of successful media campaigns
- Native or near native English speaker
- Fluency in another language is an asset
- Access to international media outlets (e.g. AP, Financial Times, The Economist)

KEY TASKS

Support launch of Brown to Green Report 2018; incl.:

- Development of main messages of the Brown to Green Report 2018 (incl. review of Summary Report)
- Advice on development of media package for the launch including
 - Writing of an international press release
 - Developing of a template for national press releases for partners in emerging economies
 - Supporting partners for the national releases of the Brown to Green report.
- Preparing editorials and similar products
- Distribution of international press release and editorial to media outlets
- Driving the coverage in finance and economic media by developing a tailored finance package
- Advice on set up and messaging of international launch webinar

The Expert will participate in calls of the Communications Working Group and liaise with partners to develop messages and the media package as well as coordinate the distribution.

The Expert will work with the International Secretariat of Climate Transparency in Berlin but can be based in other countries.

APPLICATION

Applications will be reviewed on a rolling basis, so please apply as soon as possible. Applicants should send the following three items in one PDF file:

- Cover letter explaining how you meet the requirements of the role and why you are applying (1 page max);
- CV (2 pages max), with details of relevant experience;
- a writing sample in English (no less than 3 and no more than 5 pages) in one PDF document
- Daily rate

Applications should be sent by e-mail to info@climate-transparency.org.

If you require more information, please contact

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