Are you a creative communication professional that can bring content to live via storytelling? Do you know how to co-create impactful stories and translate in-depth research to relevant content for our wide array of stakeholders? Then the World Benchmarking Alliance (WBA) is looking for you because we need a new communications team member:

**Communications & Content Lead**

At WBA we seek to generate a movement around increasing the private sector’s impact towards a sustainable future for all. The private sector has a crucial role to play in advancing the Sustainable Development Goals (SDGs), but to boost companies’ motivation, there needs to be real change in the way that their impact is measured. That’s why we develop benchmarks that will compare companies’ performance on the SDGs. Communication is key to create and keep momentum for WBA and its benchmarks. Your main focus is distilling our key messages, bringing our purpose and values to live and creating simple and aspirational content. You are an excellent writer, but you also focus on co-creation and advise colleagues on how to write impactful content. Storytelling will help to create impact and will keep different audiences engaged. There will also be many more communication activities that need the brains and hands of our passionate new team member, who likes to learn and strategize whilst doing and who is an excellent team player.

**What you will do in this role:**
- Generate movement around our benchmarks, by helping to translate in-depth content into appealing messages and stories that resonate with our wide array of stakeholders;
- Give direction and guidance in how to distill messages and stories into the outside world in an impactful way and to take the entire team along in this outside-in approach;
- Work with though leaders and subject matter experts to write engaging, story focused content that drive impact;
- Co-create different types of content to ensure relevancy on the different channels and for different audiences;
- Lead the communications of one of our transformations, by collaborating with the transformation team;
- Collaborate with the communications team of five to ensure alignment, learn from each other about best practises and to contribute to the continuous improvement of communications.

**Our Communications & Content Lead:**
- Has 4-6 years of working experience in a communication role;
- Has a background in communication, PR, marketing or business/international studies;
- Knows the landscape of corporate sustainability well;
- Has experience in a data driven approach to content;
- Is able to combine strategy, content and operational excellence;
- Has high energy, positive and professional attitude and loves to deliver and create;
- Is a self-starter that thrives at working in an evolving and fast changing environment;
- Is (near) native English and loves to write and create accessible content for everyone.

**Our offer:**
An inspiring and dynamic career, with room to grow in a driven team focused on impact, ambition and teamwork. We stimulate personal growth, believe in flexible working arrangements and you will receive market-based employment benefits. We have an office/presence in Amsterdam and London and colleagues all over the world. You can be based anywhere for this role as inclusivity is one of our values.

**Interested?**
Send your resume and cover letter to careers@worldbenchmarkingalliance.org care of Ciska de Hilster (Lead People) clearly stating the role are applying for. We are happy for you to apply as soon as possible but at latest on 30 August 2020 and first (online) interviews will be held on 9 & 10 September 2020. For more information about what we do, visit our website at www.worldbenchmarkingalliance.org.