



## Decarbonization LeadersNetwork

### Community Leader Job Description Reporting to: Founder

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#### **Our Business & Mission:**

Want to work at the intersection of climate and industry? Are you excited by the idea of joining a team with big ambitions? Ready to show how your experience in network and content creation can supercharge a membership business? Decarb Connect works with leaders in hard to abate (energy-intensive) sectors to accelerate decarbonization. We launched our global platform in early 2020 with a focus is on sectors including cement, metals, refining, chemicals, glass.

We combine a private members network (the Decarbonisation Leaders Network), a summit portfolio, webinars, reports and our podcast series. Right now, we're recruiting for an energetic, forward-thinking community manager to grab the reins of our membership network. If you are an ambitious network and content creator with an interest in practical responses to climate concerns and would like to flex your muscles and step up to lead a community strategy - and also contribute to new products, services and ways of working - we could be a great match.

#### **Community Manager**

The Community Manager has three key objectives;

1. to ensure that the DLN creates extraordinary member experiences
2. to grow the international base of companies joining the network
3. to develop the commercial and resource strategy that underpins these objectives.

The role requires a keen interest in decarbonisation and energy-intensive sectors and you'll be someone who'll be a true self-starter, bringing an entrepreneurial and client-first approach to the role. You must be able demonstrate a commercial mindset, the ability to match profitable new product ideas to client needs and you'll have a track record of excellent communication and commercial performance. You're someone who'll love being the face of the community whilst getting involved in the day-to-day execution of the network.

#### **Responsibilities include:**

- Create the go-to-market strategy, alongside senior team members, and take ownership of the growth plans for membership across each sector and at a senior level
- Manage, oversee, and expand nascent community projects
- Create virtual and in-person experiences to both grow memberships and to serve existing members in line with their requirements
- Engaging with members by phone, in person and through live events to learn how we can continually improve and then own the delivery of those improvements

- Advocate for and represent the needs indicated by community members to relevant stakeholders - ensure needs are heard, addressed and catered for
- Ensure consistency in day-to-day operations by tracking member engagement, moderating community messages, facilitating discussion, and escalating instances when necessary
- Collect, analyze, and share community-related data with the team
- Develop and support creation of focused sub-communities within the broader community
- Act as the primary point of contact for community members

#### **What will you bring to the table?**

- You have experience in co-managing and implementing go-to-market plans and strategies
- You have successfully managed and executed both live and virtual community activities
- You enjoy creating new products in line with client needs and understand their link to the P&L
- You'll be a confident moderator of community meetings, happy to take the lead in face-to-face meetings with clients too
- You understand members' motivation for participation and actively think of ways to engage participants
- You have strong organizational, coordination and project management skills
- You enjoy working with teams and believe diversity of thinking gets to better answers
- You are a people person and enjoy communicating with community members – you'll work well with both the positive feedback we get and the pointers given by members for improvement
- You have a knack for seeing how member feedback links to product opportunities and can create order out of chaos
- You are looking for opportunities to grow and accelerate your career
- You are empathetic, entrepreneurial, inclusive and collaborative

#### **Your key performance indicators**

- Growing the number & seniority of member companies
- Monthly engagement metrics
- Profitability and commercial outcomes
- Excellent and positive communication with clients, teammates and partners.
- Reporting clearly and consistently to track progress – and making relevant recommendations for growth
- Meeting and beating the metric for direct contact with members and prospects.

#### **What we offer:**

- Benefits Package – you work hard and we reward you for it. We offer competitive salaries and bonus structures
- We give our team members 25 days of holiday plus the we close for the week of Christmas
- Mentoring and coaching – You will have frequent access to the Founder and to external mentors. We are committed to your growth and will invest in mentoring you. We also set an annual training budget per person which kicks in once you pass probation and can be applied to training that relates to your role

Decarb Connect is committed to making diversity, equity, and inclusion part of everything we do – from how we build our network and events to how we build our team.