

## **Communications Manager, North America New York City**

### **Overview**

Over the last 3 years the Foundation has invested in developing our communications and media capabilities and impact and we currently deliver approximately 10 million communications interactions per month through our various channels and partnerships. As part of our 2025 strategy, we are now looking to build our US team to provide increasingly localized content, expertise, and communications support. This role will own a key pillar of our strategy, working to 'Establish EMF USA as the national reference point on the circular economy and refocus the US circular economy narrative towards the bigger idea'

You can read more about our work [here](#)

### **Role and Responsibilities**

Reporting to our Executive Lead, North America, your main responsibilities will be as follows:

#### **Messaging**

- Work with head office on insights and analysis of the motivations and hooks for US audiences to engage with EMF's core messages.
- Work with the rest of the North America team to embed and promote our core messaging.
- Localize messaging where necessary, including use of American English where appropriate.
- Providing guidance on context and nuance of messaging in North America on topics relating to the economy and global challenges.

#### **Communications Strategy and Campaigns**

- Create and implement a communications strategy in line with the overall global communications strategy and in support of the North America strategy
- Map and monitor the communications landscape on topics, audiences, messaging, and channels
- Engage and manage local agencies and partners to support the delivery of the strategy
- Prepare, lead and rollout campaign communications plans for activities in North America
- Collect, monitor, and analyze data from communications activities

#### **Content**

- Identify opportunities to provide localized content that supports our communication efforts, for examples stories and case studies from North America that demonstrate the circular economy
- Provide support for, or deliver where necessary, written content (press releases, articles, newsletters, social media posts)
- Work with our broader communications, media, and design teams on the development of North American targeted multimedia content (audio, video, social media imagery, etc.)

### **Media**

- Support the media team in expanding North America based media relationships, with a particular focus on Tier 1 media
- Support head office with North America based media enquiries and proactively seek media opportunities
- Prepare briefs and work with media and PR agencies where required

### **Network Communications**

- Support the head office communications strategy in relation to working with our Network to leverage reach and engagement through their channels and via joint communications activities by building relationships with our Network's communications teams.

## **Your profile**

### **Essential**

- A relevant degree and minimum 5 years of experience in communications/public relations work in a professional context.
- Experience of planning and managing creative communications campaigns targeted to specific audiences.
- Experience of managing external relationships with communications agencies, media organizations or similar.
- Excellent written communication skills - with evidenced experience of writing for different audiences.
- Evidenced ability to work on several different tasks simultaneously and delivering against deadlines.
- You must be eligible to work in the USA.

### **Preferred**

- A track record of delivering high impact communications work in areas relevant to a circular economy.
- An understanding of the public circular economy discourse and associate media landscape.
- Expertise in one or more areas of Foundation work such as plastic, fashion, food, finance, packing, innovation or design, higher-education or communications.
- Pre-existing familiarity of circular economy principles and practice.
- Relevant experience in Canada and/or Mexico.
- Experience at working with an overseas head office.

### **Please apply with CV and covering letter to Barbara Calland ([barbara@emf.org](mailto:barbara@emf.org))**

- Salary \$60,000 - \$80,000 dependent on experience.
- Medical and Dental Insurance
  - 100% employer-paid premium (employee only)
  - Preferred Provider Organization Plans
- Life Insurance
  - Up to \$50,000 term life policy
- Travel Medical Insurance, outside US
- 401(k) Retirement Plan
  - Three percent (3%) employer non-elective contribution (contribution made regardless of whether employee contributes)
  - Employer contributions, 100% vested after two (2) years of employment



- Time Off
  - Eight (8) Paid Holidays
  - Vacation and Sick Time
  - Twenty-five (25) days annually
  - Paid Family Leave (where applicable)

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