

Marketing & Communications Assistant

Location: **Amsterdam, the Netherlands** (or home-based in the European Union)

Eligibility to work in the European Union is required for this position.

Release date: September 2023

The Cradle to Cradle Products Innovation Institute is looking for an exceptional individual to join our highly dedicated and talented team to accelerate adoption and maximize the positive impact of the Cradle to Cradle Certified® Products Program worldwide.

The Cradle to Cradle Products Innovation Institute is dedicated to powering innovation for the circular economy through products that have a positive impact on people and planet. Through the Cradle to Cradle Certified Products Program, the Institute sets the global standard for materials, products and systems that are safe, circular and responsibly made. The Institute works closely with leading organizations and stakeholders worldwide to guide and validate their efforts to apply the principles of material health, circular economy, climate protection, water and soil stewardship, and social fairness to product design and manufacturing.

The Marketing & Communications Assistant will play a pivotal role in ensuring the smooth running of marketing & communications operations, the successful delivery of external and internal events, and the effective management of marketing communications correspondence. The post holder will report to the Director of Marketing Communications.

For this role the Institute is seeking a highly motivated, high-energy, resourceful and dynamic professional with some experience in marketing and communications. This newly created position is a unique opportunity to join the Institute in a multi-faceted role.

Key Responsibilities

Events:

- Help with the organization and promotion of the Institute's own events
- Coordinate the external events engagements process
- Support the team with attendance at external events, including the preparation of slide-decks, web pages, visuals and marketing materials

Branding & trademarks:

- Support the organization's branding efforts and guardianship
- Proactively monitor the use of trademarks in the market
- Handle the email correspondence with companies about trademarks, branding and marketing communications in a timely manner

Marketing Communications:

- Support the Marketing & Communications team with website and social media updates, direct mailings, multi-media asset production, briefings and correspondence with suppliers
- Support the implementation and improvement of cross-organizational processes
- Support governance communications, internal communications, and the organization of related meetings (i.e. booking meetings, venues, coordinate agendas with external participants, take meeting notes and follow up)
- Support with other ad-hoc projects and activities as required.

Requirements

- Bachelor's Degree, preferably in Marketing Communications, or similar subject
- At least two years of relevant professional work experience, preferably in a similar role
- Excellent written and spoken English communication skills
- Detailed functional knowledge of standard office software, the Microsoft Office suite, the Google suite, and online collaboration tools such as Asana and Trello
- Knowledge of digital marketing, Salesforce mailing lists, MailChimp, Hootsuite, Zoom webinars, EventBrite
- Strong sense of personal responsibility and accountability for delivering high quality and original work within set timeline
- Tech savviness
- Proven teamwork skills and experience with cross-functional teams
- Ability to manage competing priorities and to deliver in high-paced environment
- Self-starter, pro-active and able to work independently
- Attention to detail.

Additional preferred experience

- Event organization
- CMS website management
- Working knowledge of trademarks and branding
- Basic experience with design tools such as Canva, AI, Photoshop
- Liaising with business customers and partners, supporting them with queries and requests
- Making travel and meeting arrangements

Why work with us

- Be part of a renowned organization at the leading edge of standard-setting and innovation for the circular economy.
- Thrive in an organizational culture that values collaboration, diversity & inclusion, excellence, integrity and innovation.
- Take part in impactful work designed to connect the dots between the vision of a global prosperous circular economy and practical, real-world application.
- Engage with global leaders to address systemic challenges to responsible production and consumption at the product, business and industry level.
- Interact with leading businesses, governments, industry associations, NGOs and academia within the sustainable movement.
- Work with talented, highly motivated, mission-driven colleagues in an international setting.
- Shape a positive future for product design and manufacturing, and make a positive impact for society at large.

To apply for this role, please submit a current resume and a short cover letter in English to careers@c2ccertified.org

The Cradle to Cradle Products Innovation Institute is an equal opportunity employer.