



**THE 360 GROUP**  
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# Bezos Earth Fund

## Chief Communications Officer Position Description & Candidate Profile

# Chief Communications Officer

## Location

Flexible, with a strong preference for Washington, DC

## Our Client

The price we have paid for progress has been too high. Climate change poses an existential threat to humanity, and the destruction of nature is undermining the ecosystems upon which we depend. But we can solve these problems. People everywhere can enjoy the benefits of modern life while addressing climate change and regenerating nature.

It will not be easy. Incremental change won't deliver the future we need. Changes across entire systems will be required—driven by new technologies, different policies, changed corporate behavior, energetic citizen action, new coalitions, and new ways of thinking about the future. As experts, including the International Energy Agency, have concluded, the economy in 2030 will need to be quite different from what it is today, and 2040 must be more dramatically different still. We will need bold actions from companies, governments, civil society, financial institutions, philanthropy, scientists, and citizens everywhere. And poor and marginalized communities, those most severely affected by climate change and loss of nature, must be a central focus as we strive for solutions. Their voices, ideas, and leadership—and ultimately their wellbeing—are crucial to success.

The latest science suggests that the world must halve greenhouse gas emissions (GHGs) by 2030, halve them again by 2040, and yet again by 2050 to drive GHGs to net-zero by midcentury. At the same time, we must protect and restore the natural systems that draw carbon from the atmosphere, supply our food and other ecosystem services, and provide resiliency in the face of climate change. This will require fundamental transformation of almost every sector of the global economy including power, industry, transport, buildings, food and agriculture, forest, land and ocean management, and the financial sector. These transformations must be accomplished in ways that improve people's lives, with particular attention paid to disadvantaged communities and populations around the world.

The Bezos Earth Fund was established to help drive these needed changes. Founded in 2020 by Jeff Bezos with a \$10 billion philanthropic commitment, the largest philanthropic commitment ever made to fight climate change and protect nature, the Earth Fund is now building its team, strategy, and portfolio of

philanthropic work. The Earth Fund will deploy the full \$10 billion by the end of this critical decade and aims to have the greatest impact possible with its resources.

The Earth Fund will draw upon the best available scientific information and assessments of political, economic, social, and technological factors to identify barriers and opportunities for the Fund's support to have maximum impact. In some cases, the highest impact will be in basic or applied technical research; in others, it will be in supporting on-the-ground action, policy change, coalition building, and advocacy. In all cases, the Fund will seek to focus on the markets, geographies, leaders, decision venues, and stakeholders that offer the most leverage for change, and combine strong intellectual capital with equally compelling community capital to reflect a commitment to equity across races, genders, and geographies.

## **Position Responsibilities**

Working closely with the President and CEO and the Vice President of Strategy and Programs, and serving as an integral member of the senior management team, the Chief Communications Officer will contribute creative, dynamic, and forward-thinking communications strategy to promote the fulfillment of the Earth Fund's vision and mission. The Chief Communications Officer will lead the Earth Fund's communications with a focus on public relations, crisis communications, media strategy and conveying complex climate science issues in understandable, accessible ways. Working closely with the senior management team, the Chief Communications Officer will develop and execute the Earth Fund's communications strategy and drive consistent and compelling narratives that communicate the Earth Fund's mission, perspective, work, and results to a range of audiences. The communications strategy will be designed with a broader view than the Earth Fund alone; the Fund can and should be a compelling storyteller that inspires public, private and policy actions to address climate change and the protection of nature.

The Director will build a communications team, which will collaborate with a growing team of subject matter experts and outside counsel to support the President and CEO, ensuring Earth Fund communications are strategic, insightful, and effective.

To drive consistent messaging and branding across Earth Fund activities, the Chief Communications Officer will provide appropriate staff training and collateral development and may be asked to work with select grantees on branding for the largest Earth Fund initiatives. The Director will develop appropriate systems to

track and assess the impact of Earth Fund communications and manage the Fund's brand and reputation.

More specifically, the Chief Communications Officer will be responsible for:

- The development, implementation, and ongoing assessment (with metrics) of a comprehensive, integrated strategic communications program that will leverage new and traditional media (as well as emerging channels) and public relations to elevate the profile of the Earth Fund
- Building and maintaining strong media relationships to improve breadth and depth of media coverage about the work and impact of the Earth Fund and its partners
- Collaborating with creative teams (e.g., Film 45) on long-form and short-form visual media to extend and shape narratives on climate change and its urgency
- Working in collaboration with others, identifying new and innovative opportunities to showcase the work and leadership of the Earth Fund, its grantees and partners
- Partnering with the Earth Fund's outside public relations counsel to develop marketing content for outreach and other public events
- Positioning the Earth Fund to influence a broader audience of those interested in climate, sustainability and equity
- Guiding and implementing dynamic online communications strategies, including building and maintaining the Earth Fund's presence on the appropriate social media channels, and assessing and revamping the Earth Fund's website as appropriate
- Supporting the President's Office communication materials including drafting talking points for speaking engagements and developing blog posts, articles and other materials
- Overseeing the day-to-day activities of the communications function, including budgeting, planning and staff development; managing the use of consultants as needed
- Ensuring the quality and professionalism of all of the Earth Fund's communications collateral
- As a member of the senior management team, participating in planning, managing, and evaluating the Earth Fund's overall performance

### **Profile of the Successful Candidate**

The Earth Fund seeks an accomplished executive individual who has leadership experience building and leading a communications function within a global

company or organization. This person must be skilled at developing creative marketing and communications initiatives and know how to craft influential messaging for a variety of audiences. Skill and experience creating websites and using social and digital media are a must. The Chief Communications Officer must have strong strategic capabilities, good judgement and interpersonal skills, an entrepreneurial spirit, and a willingness to take on the wide range of tasks that come with a start-up environment. At the same time, sophisticated communications experience around policy issues will be important in this role. As the Earth Fund's communications will be in service of its mission, a genuine commitment to climate action and protection of the natural world is essential to success.

More specifically, the Earth Fund seeks a professional who has:

- At a minimum, a Bachelor's degree and 15 years' experience supporting issues related to climate change, environmental issues, international development and/or equity, with progressive leadership responsibilities in communications management
- Experience in the areas of sustainability, environmental justice, systemic racism and the marginalization of vulnerable populations, and/or public health will be a plus
- Ability to develop and nurture a strong central communications function working with a small internal team
- Ability to translate the Earth Fund's strategy into relationships and unparalleled results that fulfill the Earth Fund's communications goals
- Ability to make decisions in a dynamic environment, with an appreciation for how future needs may affect those decisions, especially with respect to evolving communications platforms, themes and styles
- Willingness to iterate a strategy and approach, with the ability to recognize the need to course-correct as necessary
- Ability to work effectively and flexibly with a broad range of diverse groups, excellent listening skills, balanced, reasoned problem-solving approaches, and openness to differing viewpoints
- Experience in collaborating with a wide variety of professionals, both inside and outside the Earth Fund
- Outstanding writing skills, with an ability to create compelling, persuasive narratives that are strategically focused
- Fluency with state-of-the-art communication technologies, including website management and social media platforms
- Exceptional interpersonal and management skills

- Ability and willingness to travel as needed
- Eligibility to work in the United States

## Start Timeframe

We seek to have someone in place by Fall 2021.

## Compensation

This position offers a competitive salary and includes a comprehensive benefits package. *We actively welcome all candidates from a wide range of backgrounds who have the skills to fulfill this role – regardless of compensation history.*

## To Apply

All applications are held in strict confidence. Please submit your credentials and a letter of interest through our private applicant portal to The 360 Group at:

<https://the360group.us/portal/>

Applications should be directed to the attention of Vincent Robinson, Managing Partner or Maureen Capitulo, Principal. Applications will be reviewed on a rolling basis. Earlier applicants may receive priority consideration. To be considered, The 360 Group encourages all interested candidates to submit their applications promptly, via the confidential applicant portal linked above.

*At The 360 Group, we know that a richly diverse mix of professionals makes organizations more effective. Using that principle as our “North Star,” we make diversity a hallmark of our firm, and all of our search engagements.*

**Learn more about The 360 Group at [the360group.us](https://the360group.us).**