



job advertisement



Marketing & Communications Manager 80-100 %

Help us cool the planet and **set carbon standards** as part of our team. Carbon Standards International is a **standard setter and provider of registry services** that offers a strong foundation for meaningful climate action. We are headquartered in Switzerland and work internationally. As part of the EASY-CERT group, operating in 46 countries, we're embedded in a strong network of companies. As we continue to expand, we're looking for an experienced, visionary **Marketing & Communications Manager** to strengthen our global marketing and communications strategy, brand, and growth initiatives.

Learn more at carbon-standards.com.

Location & working model

On-site at EASY-CERT group offices in Austria, Hungary, or Croatia, with flexibility for partial remote work.

Key Responsibilities:

- **Plan and execute the communications strategy** across multiple channels, including digital, social, events and mainstream media with a focus on clarity and credibility for technical audiences.
- **Develop and grow Carbon Standard's communications channels** - social media, website, newsletters among others – ensuring consistent voice and quality. SEO and SEA expertise a plus.
- **Produce compelling content and materials** for events, conferences and campaigns– including video, graphics, written copy and presentations.
- **Support the Chief Communications and Engagement Officer in creativity processes**, growth activities, and brand identity visualization.
- **Monitor the carbon market and CDR landscape** and translate trends and insights into timely communications and positioning.
- **Co-develop with the Chief Communications and Engagement Officer the positioning and messaging** of Carbon Standards, ensuring consistency across all channels and stakeholder groups.
- **Support tracking of marketing and communications budget and resources**, ensuring that activities are cost-effective and aligned with business goals.
- **Collaborate with different departments** to ensure alignment and support communications and marketing activities across all business objectives.

- **Track, and report on KPIs** including reach, engagement, conversion and share-of-voice in the CDR/ carbon standards space.

Your profile

- **Bachelor's degree** in Communications, Marketing, Graphic Design, Media Production or similar field.
- **Professional experience (5+ years)** in marketing, communications, journalism or a related field; familiarity with climate, sustainability or environmental policy a strong advantage.
- Experience in **developing and executing successful marketing and communication campaigns** across multiple channels (digital, print, events, etc.) and **writing for multiple formats and audiences**.
- Knowledge in **graphic design (Adobe Creative Suite or equivalent), web design, marketing automation tools**, CRM strategies, and analytics platforms.
- Experience in **video production, editing and producing digital content across formats** including short-form video, social assets, slide decks, and event materials.
- Exceptional **communication and interpersonal skills**. Excellent analytical, strategic, and creative thinking skills.
- **Hands-on personality** with organizational talent and the ability to thrive in a dynamic environment.
- **Fluency in English** (additional languages a plus).
- Familiarity with **voluntary carbon markets, carbon certification, or CDR** highly desirable.

What We Offer

- An **innovative, motivated, and supportive team**; close collaboration with the management team.
- **Flexible working hours** and the possibility of **remote work**.
- Modern infrastructure.
- **Work with purpose**—create positive climate impact together.
- Opportunities for personal and professional growth.
- **Competitive salary**.

How to Apply

Are you a forward-thinking, innovative communicator with passion for the planet? Please send your application (CV and letter of motivation; a portfolio or campaign samples are a plus) to **job@carbon-standards.com**.

Questions about the role? Contact Amy Rhoades **amy.rhoades@carbon-standards.com** — we're happy to share more information.