



## Corporate Campaigner - SteelWatch

### **OPPORTUNITY:**

*This is a new and exciting opportunity for a seasoned climate campaigner to deploy their skills in new ways, developing change strategies that will shift the climate ambition and the investment decisions of key steel companies. The steel industry is a major driver of climate emissions and yet few in the industry feel urgency and few outside the industry know that. Your job will be to help us change that.*

*European-headquartered steelmakers account for a small share of production but have an important role to play in shaping a pathway for transforming the industry and setting the pace. There are companies that are innovating, while others that should be leading the way but are stuck in coal-based production. We are seeking a dynamic corporate campaigner based in Europe/Africa timezone who is able to use their creativity to design and implement campaigns to drive change in steel companies.*

### **ABOUT THE ORGANISATION**

SteelWatch is an international climate campaign organisation established in June 2023, driving corporate accountability and action in the steel sector. Our vision is a steel industry that underpins a thriving zero emissions economy. Our priority is that the steel industry gets on track for a 1.5 degree trajectory this side of 2030.

We run corporate campaigns and challenge the global industry to replace complacency with urgent action. We currently focus on OECD countries, and specifically in Europe and Japan at present, with team members in UK/Europe and Asia Pacific timezones. As a young organisation, we are evolving, testing, and learning, and seek team members who will enjoy breaking new ground with us.

### **ABOUT THE ROLE**

We are looking for a dynamic Corporate Campaigner who will lead, develop and implement creative campaigns and strategies to drive change in steel companies. This will require using multiple pressure points across the steel value chain;



shifting narratives, engaging with national campaigns, exposing inadequacy of climate plans, harnessing investor pressure, driving demands for green steel and much more. The Corporate Campaigner will work closely with our CSO allies, notably from European Fossil Free Steel Network (EFFSN) and Fair Steel Coalition, to contribute to the impacts of the wider ecosystem and to sharply define the role of SteelWatch and its campaigns. This is likely to involve collaborations beyond Europe, in North America, Africa, Asia or Latin America. As a member of the first international climate NGO specialising in steel decarbonisation, you will work with other SteelWatch team members located across Asia-Pacific, Africa, and Europe.

For the steel industry to move toward decarbonisation, technological advancement is not the only solution. We need to fundamentally drive systemic changes to the long-held methods of steel production, the iron and steel value chain and the industrial structure, and going further, the relationship between the steel industry and the future of the decarbonised society. We are looking for someone who is able to use their creativity to engage not only in negotiations to achieve GHG emissions reductions, but also in critical thinking to provoke dialogues about what our climate needs from the industry's corporate actors and other stakeholders today, to ensure a better future for people and the planet.

### **Responsibilities:**

- Develop campaign strategies and plans in collaboration with your analytical and communication colleagues and with partner organisations, where relevant;
- Track and monitor company and investment calendar, announcements and news to identify opportunities for driving change;
- Plan and deliver campaign outputs; public communications, on-ground activities, media appearance, corporate engagement and other tactics, responding to emerging campaign opportunities;
- Engage with relevant stakeholders, corporate actors, financial institutions, government officials, industry experts, in pursuit of the campaign strategy;
- Participate actively in coalition conversations and activities;
- Undertake necessary research and report writing for the campaigns, working closely with the Steelwatch Steel Analyst;



- Give inputs to and deliver communication outputs and collaborate with the communication colleagues to respond timely to emerging news;
- Contribute to measuring the impacts of the campaign and produce reports, including funder reports, where required;
- Other responsibilities assigned by the Campaigns Director.

## **APPLICATION CRITERIA**

We seek applicants with several years experience in corporate campaigning and a track record of managing the A-Z of campaign delivery. We will also consider, for entry at a more junior level, applicants with less experience but who have the campaigning mentality and strong delivery skills, with potential to grow in the role. Candidates with more substantial experience could be considered for a more senior role. For candidates of any level of experience, an appetite to learn and grow in the role is expected, as this is pioneering work.

### **Essential skills and experiences**

- At least 6 years experience in designing and implementing campaigns;
- Experience with change strategies that target corporate actors to change their behaviours and business models, and with driving climate action;
- Ability to understand and articulate systemic problems and solutions; experience and/or appetite for change making;
- Knowledge of and natural instinct to pick up on shifting socioeconomic contexts, societal narratives and political environments;
- Ability to convey argument crisply and convincingly, verbally and in written form;
- Ability to collaborate with effectively with a wide variety of partners, from allies to analysts to communication experts;
- Proven strong organisational skills to coordinate multiple inputs and manage different deadlines, working on immediate tasks as well as longer pieces of work;
- An appetite to work in a start-up, with all the curiosity, adaptivity and learning that it entails.

### **Language requirements**



- Ability to work in English at a professional level is a requirement. Additional language in Spanish, German, French or Portuguese is preferred.

### **Desired skills and experience**

- Direct experience of work in climate, industry decarbonisation, and energy transition;
- Awareness of global dynamics and ability to think beyond borders for campaign leverages, blockages and opportunities;
- Excellent skills in writing for analytical reports as well as engaging media contents.

### **ADDITIONAL INFORMATION**

#### **Ways of working:**

- Work location is remote from your home base. Staff members work remotely and online on a daily basis. For this role, we prefer a candidate based in European/African time zones. Face to face time in Europe two to four times a year is likely, and possibly outside Europe as well.
- Working hours are flexible. You will need to have flexibility to work across different time zones, especially with Asia/Pacific time zones.
- Full time. 5 days/week, 8 hours/day. Negotiable as a part time role up to 4 days/week.
- Travel in Europe and North America, and potentially other locations will be a requirement of this role.

#### **Working conditions and benefits**

- The initial contract period will be for 12 months minimum with a possibility to renew. Type of contract will depend on the location.
- You must have a valid work permit in the country where you plan to be employed. SteelWatch is not in a position to support a visa process.
- Remuneration is according to SteelWatch norms, level of experience and location of employment. The expected salary range is equivalent to €45,000 - €65,000. We may also consider applications from seasoned campaigners for a role in the salary band equivalent to €70,000 - 80,000, but noting that the person holding this role must be hands-on in delivery.



Equal opportunities: we strive to be an equal opportunities employer. We actively welcome applications from candidates from historically underrepresented groups in the climate change movement. If you require any adaptation or assistance during the application process, please do let us know.

## **HOW TO APPLY**

- Send a cover letter (2 pages max), and a CV (3 pages max) to Toko Tomita at [opportunities@steelwatch.org](mailto:opportunities@steelwatch.org). CVs submitted without a cover letter will not be reviewed.
- Applications are reviewed on a rolling basis. The latest deadline to submit your application is **29 October - midnight CET**.
- Please don't submit CVs via the LinkedIn automatic application. These will not be reviewed.
- In your cover letter, please help us understand how this role matches your aspirations and which elements suit your specific skills. We usually receive many generic applications which appear to be written by AI, but we will be looking for your personal take on the role.