



Communications Consultant Remote Location (Southeast Asia / Japan)

Six-month consultancy

Requirement Specifications

Objective

This consultancy will help establish ClientEarth as a trusted voice across Asia and build on our existing global reputation as a leader in using the law to protect people and planet.

ClientEarth is an international environmental legal organisation with a unique approach – a team of lawyers and policy experts using the power of the law to protect people and planet. We have offices in Europe, China, Japan and the US. You will work with a growing team in Asia.

Background

ClientEarth is an international environmental legal organisation using the law to protect the earth and its inhabitants. We support practical solutions to the world's toughest environmental challenges and work with people, governments and industry to make those solutions a reality.

We have grown to more than 300 staff in nine offices across Europe, China, Japan and the United States. Our approach is tailored for each region in which we operate. In Asia, we work sensitively to the political, economic, social and cultural contexts.

We work with governments, the private sector and civil society to accelerate the region's clean energy transition and protect nature. We have had an office in Beijing since 2016. We have since expanded our work in Southeast Asia and Japan. Our regional team includes more than 30 law and policy experts experienced across six Asian jurisdictions. Across the region, we have also been involved in several capacity building initiatives through seminars and webinars in collaboration with different organisations.

The continued expansion of our work in Asia also means we have to establish a brand presence in Asia to showcase ClientEarth's work in Asia and how we, as a group of international legal experts on climate, energy and the environment, use the law to address climate change and protect nature. We would also like to give our audience in Asia a better understanding of our tailored approach in the region that considers the political, economic, social and cultural context that is suitable for the jurisdictions that we are working in. Our communications in Asia need to highlight that we work in collaboration with people, private and the public sectors to accelerate the region's net zero transition and protect nature.

We also have ambitious plans to establish a strong credible digital media presence in Asia through the creation of engaging content and accessible platforms for our intended audience here.

ClientEarth

Working Relationships

The Communications Consultant's main point of contact within ClientEarth will be our Asia Communications Manager. They will also interact with ClientEarth's Energy Systems, Asia and China teams. They may also work with other members of the External Affairs team who are focused on our international communications, public affairs and stakeholder relationship management.

The Communications Consultant will work with ClientEarth lawyers whose work is focused on the region.

Deliverables

- Help devise and deliver stimulating and creative integrated communications strategies to support ClientEarth's regional legal and policy activities.
- Assist on the establishment of region-specific social media accounts and managing any that are set up.
- Advise on a corporate communications plan for ClientEarth in the region and help the Asia Communications Manager deliver that plan.
- Assist the Asia Communications Manager on the implementation of a digital media strategy for ClientEarth in the region.
- Assist on the establishment of region-specific social media account(s)
- Assist on the set up of an email distribution list
- The expected outputs during the consultancy period are:
 - a. Up to 5 social copies per week
 - b. 1 web story per week
 - c. 1 media release per month
 - d. 2 arranged meetings with key journalists per month for media relationship building
 - e. Assist with website re-development
 - f. Assist with social media account creation and content curation

Other consultancy tasks

Strategic Communications and media

The Communications Consultant will help increase the impact of ClientEarth's work in Asia by:

- Using a broad range of communications channels, tactics and approaches to positively influence change.
- Acting as a trusted communications advisor to ClientEarth lawyers.

ClientEarth

- Collaborating with members of ClientEarth's communications team to help the Communications Manager, Asia create impactful print, digital and social content that will increase the impact of our work in the region.

Relationship management

- Connect ClientEarth with key journalists and other key stakeholders in the region.
- Connect with communications counterparts with our partner organisations in the region to collaborate on impactful communication plans for our respective programmes in the region.

Location

This role is remotely based and should preferably be in the key jurisdictions where ClientEarth has programmatic activities in Asia (in particular, the Philippines, Indonesia and Japan).

Key Competencies

- Excellent copy-editing, proofing, verbal and written communication skills.
- Excellent organisational skills and efficient management of multiple tasks and priorities.
- Able to advise senior people in an organisation on communications.
- Openness to learning and new ideas and ability to grasp concepts quickly and explain them to new audiences.
- Ability to execute work independently and take the initiative when required Innovative and strategic thinking.
- Excellent commercial, political and practical judgment and diplomacy.
- Fluent (CEFR level C2) in English (essential) and at least one other Asian language (strongly desirable).

To Apply

Interested applicants are invited to submit a proposal to demonstrate suitability for the consultancy together with the curriculum vitae of the relevant personnel to dyong@clientearth.org. Please include 3 to 5 relevant samples of past work in your submission.

Submissions should not reach us later than Monday 19 Feb 2024 at 1800hrs (Singapore time).