



STOP SEARCHING  
START BUILDING

# Gold Standard<sup>®</sup>

## DIRECTOR OF MARKETING & COMMUNICATIONS

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# POSITION DESCRIPTION



**CLIENT:** Gold Standard  
**ROLE:** Director of Marketing & Communications  
**LOCATION:** Geneva, Switzerland or London, UK  
**REPORTS TO:** Chief Strategy Officer  
**WEBSITE:** [www.goldstandard.org](http://www.goldstandard.org)

**SITUATION OVERVIEW:**

ZRG has been engaged to recruit a **Director of Marketing & Communications** for Gold Standard, a Swiss company working to create a climate secure world where sustainable growth brings life-changing benefits to communities everywhere.

**ABOUT GOLD STANDARD:**

Gold Standard was established in 2003 by WWF and other international NGOs to ensure projects that reduced carbon emissions featured the highest levels of environmental integrity and contributed to sustainable development. With the adoption of the Paris Climate Agreement and the Sustainable Development Goals, the company launched a best practice standard for climate and sustainable development interventions, Gold Standard for the Global Goals, to maximize impact, creating value for people around the world and the planet itself.

By creating robust standards for climate and development interventions that enable the credible measurement of impact, Gold Standard aims to create \$100 billion in shared value by 2030.

**STRATEGY**

Gold Standard seeks to accelerate progress toward the Paris Agreement and Sustainable Development Goals through robust standards and verified impacts. They do so by reducing barriers to market entry, increasing capacity, and incentivizing more action across three strategic pillars: environmental markets, corporate sustainability, and climate and development finance.



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## VISION

Climate security and sustainable development for all.

## MISSION

To catalyze more ambitious climate action to achieve the Global Goals through robust standards and verified impacts.

## VALUES



### Pioneering

For more than a decade, Gold Standard has shown how climate finance can achieve its highest potential. Now, they are pushing this further, creating innovative new programs and tools that can be integrated to deliver impacts at a greater scale.



### Rigorous

They will build upon their reputation for quality and rigor with more robust measurement of outcomes and deeper impact across the Sustainable Development Goals.



### Collaborative

To realize their ambitious vision, they will join forces with strategic partners who share their goals and complement their strengths.



### Transparent

They were established to bring confidence, trust, and accountability to carbon markets. They will continue to take strides to improve transparency in their own processes and broader market.

## IMPACT

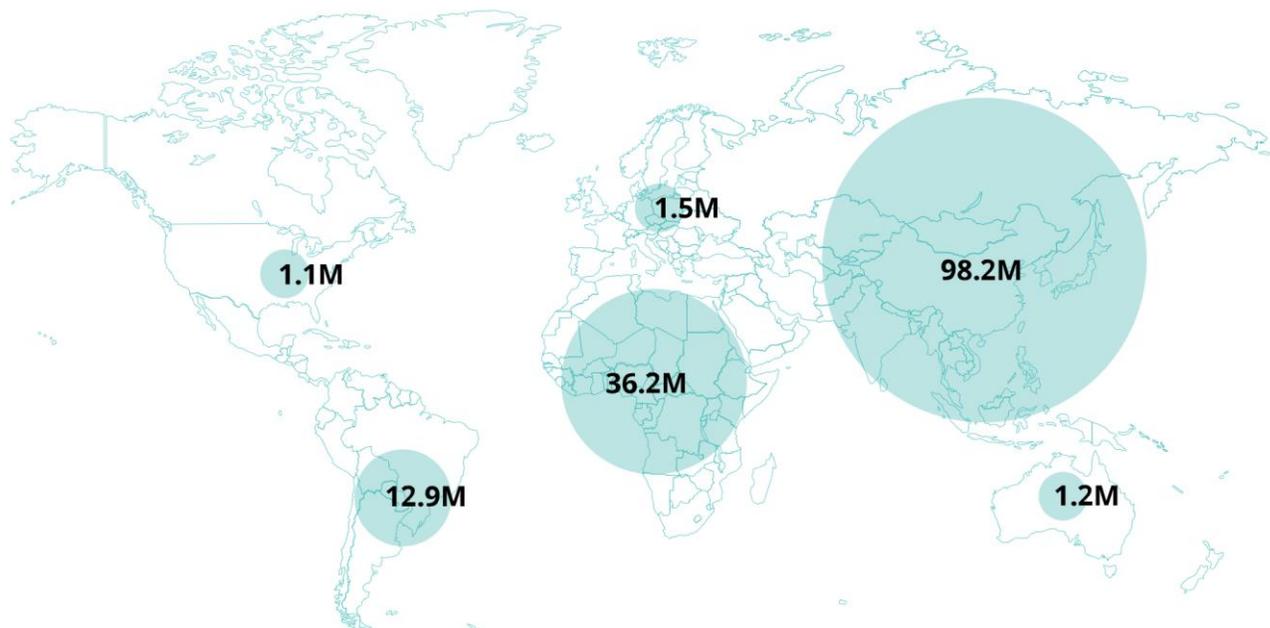
Gold Standard was founded on the principle that climate action cannot be one-dimensional – climate projects must deliver meaningful sustainable development benefits beyond emission reductions. The success of their approach has influenced both the UN's Clean Development Mechanism (CDM) and other voluntary standards to raise the bar and include sustainable development within some of their climate projects. This all helps deliver on their mission to catalyze more ambitious climate action to achieve their Global Goals.

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## CREDIT ISSUANCES BY REGION

In total, Gold Standard has issued 191 million carbon credits from projects based in more than 98 different countries around the world.



## POSITION:

- Evolve and elevate the Gold Standard brand and further refine value propositions across their activities in carbon markets, corporate sustainability, and sustainable finance;
- Develop and lead implementation of Gold Standard marketing and communications, thought leadership strategy, and work plan across all channels and platforms;
- Stay current on the changing dynamics in their focus areas and understand their implications on their corporate strategy;

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- Develop marketing and communications approaches that support key account management and internal communications and oversee delivery;
- Oversee implementation of the Marketing and Communications strategy and work plan, including:
  - Core Gold Standard communications (website and print collateral), including content development and design management;
  - Thought leadership content;
  - Direct communications content strategy and writing;
  - Digital strategy, including social media and ambassador activation;
  - Media engagement;
  - Event strategy and delivery.
- Set yearly, quarterly, and weekly objectives for Communications and work with Communications Manager to manage and report on progress toward these;
- Represent Gold Standard externally with partners and stakeholders as well as in public events.

## ■ QUALIFICATIONS:

- Strategic, big idea thinking; insight driven; passion for driving positive change
- Brand strategy and design/multimedia sensibility;
- Excellent presentation and verbal/written communication skills;
- External agency management;
- Social media, brand ambassador, and community-building experience;
- Team development; coaching and performance management;
- Media engagement and crisis management;
- Budget management.

## ■ SENIOR MANAGEMENT:



**Sarah Leugers**  
**Chief Strategy Officer**

Sarah Leugers has served as Chief Strategy Officer for Gold Standard since January 2022, having joined the company as Director of Communications in 2014. She earned her BA, English Literature from University of Colorado Boulder.

## ■ WHY IS THIS A COMPELLING POSITION?

This is a career opportunity at the leading edge of global climate change and sustainability solutions. Become a member of Gold Standard's dynamic team.

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## LOCATION:

### Geneva, Switzerland

Geneva is a city in Switzerland that lies at the southern tip of expansive Lac Léman (Lake Geneva). Surrounded by the Alps and Jura mountains, the city has views of dramatic Mont Blanc. Headquarters of Europe's United Nations and the Red Cross, it's a global hub for diplomacy and banking. French influence is widespread, from the language to gastronomy and bohemian districts like Carouge.



Geneva is a global city, a financial center, and a worldwide center for diplomacy due to the presence of numerous international organizations, including the headquarters of many agencies of the United Nations and the Red Cross. Geneva hosts the highest number of international organizations in the world. It is also where the Geneva Conventions were signed, which chiefly concern the treatment of wartime non-combatants and prisoners of war.

In 2021, Geneva was ranked as the world's ninth most important financial center for competitiveness by the Global Financial Centres Index, fifth in Europe behind London, Zürich, Frankfurt, and Luxembourg. In 2019, Geneva was ranked among the ten most livable cities in the world by Mercer together with Zürich and Basel. The city has been referred to as the world's most compact metropolis and the "Peace Capital." In 2019, Mercer ranked Geneva as the thirteenth most expensive city in the world.

The climate of Geneva is a temperate climate, more specifically an oceanic climate. Winters are cool, usually with light frosts at night and thawing conditions during the day. Summers are relatively warm. Precipitation is adequate and is relatively well-distributed throughout the year, although autumn is slightly wetter than other seasons. Ice storms near Lac Léman are normal in the winter: Geneva can be affected by the Bise, a north-easterly wind. This can lead to severe icing in winter.

### London, UK

London is the capital of England, a city rich with history that goes back as far as Roman times. It is filled with iconic historical landmarks including the House of Parliament, the Big Ben clock tower, Westminster Abbey, and Buckingham Palace. More recently, the Coca-Cola London Eye has added to the iconic visual of London.



London is considered the global center of higher education, having the highest concentration of higher education institutes

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in all of Europe. Notable ones include Imperial College London, University College London, and King's College. Primary and secondary schools in London are primarily funded by the state and considered to be world-class institutions of learning.

## ■ INTERVIEW PROCESS

ZRG provides our client companies with best-in-class hiring process grounded in fact-based measurements and information. We believe finding the best people for a role involves closely matching exact skills and attributes of candidates to the highly specific needs of our clients. Our entire process is built around providing a superior level of quality candidates to our clients who fit the specifications clearly. To accomplish this, we utilize our patented Z Score hiring process, which provides for improved hiring results and better fits for candidates and employers. To this end, our interview process with our client has been carefully discussed and will include:

1. Initial Interviews with ZRG Partners
2. Presentation of Long list of candidates to Client for approval
3. Green light from Client to proceed to Round 2 for selected candidate(s)
4. Face-to-Face Interview with key members of the management team to confirm match and culture fit
5. Finalists will then complete Z Score On-line assessment process to compare individual behavioral and intellectual traits to our hiring database for similar positions we have filled. At this stage, it will take a candidate about 60 minutes to complete an on-line assessment process to help everyone ensure this is the right role and fit (skills, management style, and culture)
6. Offer Presentation with ZRG Partners
7. Start with Client

## ■ ABOUT ZRG PARTNERS

ZRG is a global talent advisory firm that is changing the way companies hire and manage talent. ZRG's data-driven approach to executive and professional search has been changing the way clients think about how to find top talent. The company's digital Zi platform combines talent intelligence, candidate insights, and process improvement to dramatically deliver executive searches quicker and with proven better results.

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**JAMES ABSALOM**  
**CEO & Managing Partner, Walter James**  
[jabsalom@walter-james.com](mailto:jabsalom@walter-james.com)

James Absalom founded Walter James, a ZRG company, in 2015 and has since served as the Group's CEO. He is a commercial executive search leader with a focus on global strategic growth and the value and performance of the Group. He personally manages mandates from the VP to board level across US, EMEA, and APAC.

James has spent his entire career within global executive search and has developed an extensive network of talent within the life sciences, retail, and consumer sectors worldwide. His network has specific experience working within highly complex global organizations in senior leadership positions which require both change and transformation. [Link to complete bio for James Absalom.](#)



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Nadia Tipa joined Walter James, a ZRG Company, in 2017 as Delivery Consultant. Nadia has more than ten years of experience conducting and completing senior and C-level mandates within the Consumer and Life Sciences sectors across EMEA, Asia, and the US. She mainly focuses on Finance, Commercial, and General Management roles.

Nadia earned her master's degree in European Studies from European Online Academy and her LL.B. in Law/Real Estate from Technical University of Moldova. [Link to complete bio for Nadia Tipa.](#)

## ■ GOLD STANDARD IN THE NEWS:

[Post-COP26 – Reflections on Article 6 Outcomes](#)

October 12, 2021

[Gold Standard and Costa Rica partner to safeguard integrity in the voluntary carbon market](#)

[Climate impact claims to crowd in private sector finance](#)