



To strengthen awareness of B Lab's Theory of Change, impact management solutions and brand, B Lab Switzerland is currently looking for a

## **Director of Communications, Marketing & Public Affairs**

### **About the role**

Our committed business ecosystem and movement in Switzerland is growing faster than ever. Certified B Corps include some of Switzerland's most recognisable and well-respected brands including Lombard Odier Group, Opaline, Ethos, and Vestergaard. Swiss Triple Impact (STI) is one of our key programs and includes businesses including V Zug, SV Group, Villars, Post Finance. Many other SME's use the STI to develop a pathway to contribute to the achievement of the SDGs. There is a huge opportunity to drive awareness of our theory of change and brand. Meanwhile, we are embarking on an ambitious strategy to effect change at a systems level; working towards our ultimate goal of every business acting as a force for good. This strategy demands engagement with an increasing range of stakeholders.

**The successful candidate will play a vital role in B Lab Switzerland's long-term success by growing and leveraging awareness of our activities, the B Corp brand and the STI program while establishing our position as a key influencer of public policy.**

To achieve this, we are looking for an outstanding communications and marketing professional, with experience in public affairs and public policy, to lead our work across a wide range of initiatives.

### **Responsibilities include:**

- Development of consistent and compelling narratives and the implementation of an integrated marketing and communications strategy for B Lab (Switzerland).
- Responsibility for all communications and marketing output, including campaigns, external and stakeholder communications, social media, newsletters, website(s), brand and project-led communications.
- Co-Lead B Lab Switzerland's public policy agenda, establishing B Lab Switzerland as a key influencer of public policy and working in collaboration with other movement organisations as well as government and elected officials to evolve the narrative and influence the shift to stakeholder capitalism.
- Deliver a programme of support to help B Corps and STIs ecosystem participants to communicate their engagement with their employees, customers, suppliers, and other stakeholders (working closely with the Co-Director of Programmes and Engagement).
- Manage all media relations, inbound and outbound, proactive and reactive.
- Build tools, processes and resources for internal communications, including ongoing coordination with global B Lab partners.

- Management and future growth of the Marketing and Communications team, including setting key objectives to achieve B Lab Switzerland goals and overseeing professional development.
- Managing communications where necessary as a result of unforeseen events.

### **Skills and Experience:**

#### Essential

- At least 8 years' professional experience, with at least 4 years operating at a senior level and delivering strategically in a campaigning, communications or marketing role.
- Accomplished communicator with a track record of engaging diverse stakeholders including media, senior business leaders, industry and business associations and politicians and policymakers.
- Strong leader and team builder with the ability to provide clear direction and to motivate a team to deliver outstanding results.
- Extraordinary research, writing and communications skills in German, French and professional English.

#### Desirable

- Personal gravitas and experience of public speaking.
- Track record of influence and coalition-building within the Swiss political system, including engaging parliamentarians to affect policy change.
- Demonstrated experience in entrepreneurial environments and working as part of a dynamic and collaborative team.

### **Personal Characteristics:**

- Passionate about the role that business can play in creating a future that benefits all people and the planet.
- A strategic and creative thinker, with an eye for the bigger picture and the end goal.
- Comfortable in a dynamic start-up environment. It will be varied, fast-paced, and hugely rewarding.
- Collaborative, with a team mentality.
- Proactive, organised and self-motivated. You'll enjoy rolling your sleeves up and getting things done.

### **Reports to: CEO**

### **Salary & Benefits:**

- Based on experience
- 25 days holiday plus bank holidays and office closure over Christmas
- Flexible hours and a weekly work from home day
- Volunteer days

**Start date: as soon as possible**

**Please send your application by email to [job@blab-switzerland.ch](mailto:job@blab-switzerland.ch)**

For any questions, please contact [support@blab-switzerland.ch](mailto:support@blab-switzerland.ch)

## **About the B Corp Movement**

Certified B Corps seek to redefine success in business by putting social and environmental impact on a par with profit. B Corps manage the impact of their entire business through the B Impact Assessment and reach high standards of social and environmental performance. B Corps also amend their governing statutes to consider the impact of their decisions on all stakeholders including people and planet.

The B Corp community is a global group of businesses who provide leadership through their commitments to people and planet, and create examples of success for others to follow. There are now over 4000 B Corps in over 70 countries covering 150 sectors. B Corps include Patagonia, The Body Shop, Kickstarter, Alessi, and Ella's Kitchen.

## **About B Lab**

The non-profit B Lab Global, was created in 2006 with the mission to inspire and enable people to use business as a force for good. There are B Labs across the globe including Australia, Asia, East Africa, mainland Europe and North and South America.

B Lab (Switzerland) is the Swiss branch launched in 2017. Our purpose is to redefine success in business through building a community of engaged businesses, raising awareness of the B Corp movement and championing change in the Swiss economy. The B Lab (Switzerland) team is small but growing, friendly, innovative, and committed to changing how business operates.

## **About B Lab Switzerland**

B Lab Switzerland develops multiple programmes including:

- The B Corp movement which encourages businesses to manage their impact on society and the environment with as much rigour as they manage their profits.
- The Swiss Triple-Impact programme to help Swiss businesses to start their sustainability SDG journey.
- B Academy works with Universities and Educators to support peer learning and new learning activation, new economic models, impact management and stakeholders governance.
- Our policy change work drives a series of initiatives to engage structural changes and connect the public and private sectors in redefining fiduciary duties and building incentives for an inclusive and regenerative economy.

**B Lab activities in Switzerland are growing faster than ever. There is a huge opportunity to drive awareness of B Lab theory of change, impact management solutions and brand. Meanwhile, we are embarking on an ambitious strategy to effect change at a systems level.**

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B Lab Switzerland believes an equitable and inclusive work environment and a diverse, empowered team are key to achieving our mission. We're not looking for candidates who are 'culture fits'. We're looking for candidates who can expand our culture and challenge business as usual. We strive to foster an environment where all staff can bring their whole selves to work, by their own definition, and we strive to provide all candidates with an equitable and accessible recruitment process.

For any questions, please contact [support@blab-switzerland.ch](mailto:support@blab-switzerland.ch)