

## **ADGREEN/AD NET ZERO PROJECT MANAGER JOB DESCRIPTION**

### **ABOUT ADGREEN**

At AdGreen we unite the advertising industry to eliminate the negative environmental impacts of production and will enable the community to measure and understand waste and carbon impacts, empowering them to act for zero waste / zero carbon. It's where low impact counts! We are part of the Advertising Association, working in partnership with BAFTA and albert, and supported by leading industry players who share our vision. AdGreen has launched in the UK but with global ambition to enable the industry, wherever the activity is, to act for a sustainable future.

Reducing emissions from production is one of five recommendations from the Advertising Association's Ad Net Zero initiative. Learn about Ad Net Zero's wider strategy, goal of net zero by 2030, and the other recommendations on the Ad Association website.

We are working on a selection of programs at the moment:

- Training
- Carbon Calculator followed by Certification
- Long term funding models
- International development

In addition we also offer access to the following albert programs:

- Creative Energy
- Creative Offsets

### **ABOUT AD NET ZERO**

In November 2020, the AA launched Ad Net Zero (ANZ), an industry-wide initiative to help UK advertising respond to the climate crisis caused by CO2 emissions. Ad Net Zero's mission is for immediate, collective industry action to help achieve real net zero carbon emissions from the development, production and media placement of advertising by the end of 2030.

### **ABOUT THE ROLE**

The Project Manager will split their time between AdGreen and Ad Net Zero, predominantly supporting Jo Coombes, Project Director at AdGreen to deliver the 4 phases of the online AdGreen Production Carbon Calculator in partnership with the developers, BAFTA Media Technologies (BMT). In addition the successful candidate will support both Jo and Roxy Erickson, Project Director at Ad Net Zero on other ad-hoc project management designed to deliver against both AdGreen and Ad Net Zero carbon-reduction strategies.

**RESPONSIBILITIES – CARBON CALCULATOR PROJECT MANAGEMENT**

- Manage the carbon calculator budget and timeline
- Risk assess various project elements continually
- Communicate with key stakeholders: AdGreen Project Lead and other team members, advisory board, end users, data reviewers, suppliers, working group, Ad Net Zero, AA
- Understand design, functionality, workflow, carbon calculation concept
- Test product prior to delivery
- Analyse and deliver data to key stakeholders

**RESPONSIBILITIES – GENERAL (FOR ADGREEN AND AD NET ZERO)**

- For project management as outlined by the Project Directors:
  - Managing budget and timeline as applicable
  - Communicating progress with key project stakeholders
  - Admin tasks and procedure creation / implementation / review

**SKILLS AND EXPERIENCE**

Required for Carbon Calculator project management:

- Understanding of carbon measurement and reduction opportunities
- Understanding of advertising production process (stills / motion)
- Experience of successfully delivering projects against budget and timeline (ideally an IT/web-based/database project)
- Experience of dealing with stakeholders from a variety of different cultures
- Ability to make commercial decisions
- Very strong attention to detail and analytical thinking with regards to data relationships, asset structures and workflows

Generally required in addition to the above:

- GDPR Training
- Willingness to travel to London on a regular basis (as restrictions allow)

Desirable:

- Formal sustainability training (AdGreen or albert training, CISL, IEMA, degree-level)
- A second language
- Experience of managing grant funding

Aptitudes:

- Superb communication skills
- Personable and calm in a crisis
- Self-motivated and good at motivating others
- Good at problem solving
- Strong MS Excel skills
- Passion for the environment

Unusual Challenges / Circumstances (e.g. shifts / unsocial hours / travel etc.)

- Travel to partner locations for client meetings / events may be required
- Tight deadlines to meet occasionally or attendance at events (unsociable hours)

### **TERMS OF EMPLOYMENT**

- Initially, a 12-month fixed-term contract role with a view to a permanent role on longer-term basis
- Full time
- Salary circa £40k p.a.
- Benefits (as applicable and after initial probation): company contribution to pension scheme, health insurance, ride to work scheme, season ticket scheme, bonus scheme
- Starting early March 2021

### **REPORTS TO**

- Jo Coombes, Project Director, AdGreen
- Roxy Erickson, Project Director, Ad Net Zero

### **FURTHER INFORMATION & APPLICATIONS**

- Please see the Ad Net Zero and AdGreen websites for full details of the various workstreams, supporters, and resources available to the production community (a review of the albert website will also be helpful)
- Interested candidates should email their CV and a covering email to [info@weareadgreen.org](mailto:info@weareadgreen.org)
- In the body of your covering email, please clearly briefly detail any sustainability training you have undertaken, carbon calculation experience (production / advertising or otherwise) and your advertising experience, as well as detailing a project you were responsible for delivering, including the following information:
  - Project title and short description
  - Budget managed
  - Timeline completed in
  - Key tools used to manage the project
  - Key stakeholders / types of stakeholders
  - Particular challenges encountered and how you overcame them
- DEADLINE: Sunday 31<sup>st</sup> January
- INTERVIEWS + NOTIFICATION: w/c 8<sup>th</sup> February (You may be asked to take part in a competency test prior to interview confirmation)
- JOB START: w/c 8<sup>th</sup> March