



Job Description:

Communications Lead

Location: London, UK. Regular weekly co-working in London expected for UK employees (one day per week).

Reports to: Head of Membership and Communications

Direct reports: Communications Assistant

Hours per week: Full time, with occasional flexibility required for international calls/events

Type of contract: Permanent

Salary: Competitive, depending on experience

Deadline: Rolling

Role Summary

We are seeking a Communications Lead to shape and drive ResponsibleSteel's global communications programme, strengthening our profile and leading effective engagement with members, policymakers, and industry stakeholders. This is a senior and influential role within ResponsibleSteel, offering the opportunity to play a central part in a rapidly growing organisation that is already delivering strategic impact on steel decarbonisation and advancing social and environmental standards across the sector.

The role will suit an experienced communications professional with strong leadership, strategic, and hands-on communication skills, who is committed to driving equitable climate solutions within heavy industry and confident operating across complex, global stakeholder environments. The position offers significant international exposure, responsibility for setting communications direction, and the opportunity to help shape the public narrative around responsible steel production.

About ResponsibleSteel

ResponsibleSteel is a not-for-profit multi-stakeholder membership organisation founded to bring together industry along the steel value chain, civil society and other experts to maximise steel's contribution to a sustainable future.

Through the collaborative development of our international standard, we have built a consensus on what sustainability looks like for steel – including the impacts of mining, production, the scrap metal supply chain, greenhouse gas emissions, water use, workers' rights, human rights, and biodiversity.

Steel sites producing over 130 million tonnes of steel and employing over 230,000 workers are already certified against our Standard, with a large pipeline of sites across the world preparing for audit. We currently have over 150 members from across the steel industry.

Our values

At ResponsibleSteel, we work in a way that is underpinned by our common values:

- **Respect:** Working together to deliver impact with passion and mutual trust, valuing our time and allowing ourselves the space to reflect, rest and recharge.
- **Integrity:** Saying what we do and do what we say, taking responsibility for our own actions even when no one is looking, learning and growing as we go.
- **Transparency:** Communicating clearly, honestly and openly in a timely manner in all we do.
- **Collaboration:** Engaging with those affected, listening to understand, and co-creating bold strategies to deliver greater impact.

Role Responsibilities

The Communications Lead will be responsible for leading the design and delivery of ResponsibleSteel's global communications programme, strengthening the organisation's profile and supporting effective engagement with members and stakeholders. The role will lead communications across media, social media and ResponsibleSteel's website, oversee content planning and delivery, and support strategic communications around major announcements and events.

The Communications Lead will manage and support the Communications Assistant, providing direction and oversight across day-to-day communications activity. Working closely with the Stakeholder Engagement Lead and Head of Membership and Communications, the role will help shape member and stakeholder engagement and communications strategies and contribute collaboratively across the organisation.

Please keep in mind that while we currently work remotely most of the time, the applicant will be required to work in our London office space once a week. We also hold in-person strategy and training sessions 3–4 times per year, usually in the UK but occasionally elsewhere.

Responsibilities

- Leading the development and delivery of long- and short-form content across ResponsibleSteel's website, media and social media channels, ensuring consistency with organisational strategy, positioning and messaging.
- Contributing to and shaping engagement and communications strategies, working collaboratively across the organisation.
- Leading communications around major organisational announcements, including certifications, new members, report publications, and other strategic milestones.
- Leading media engagement, including building relationships with journalists, drafting press releases, coordinating interviews, and briefing senior spokespeople.
- Overseeing the design and quality of digital assets for social media and wider communications, providing clear direction and guidance to the Communications Assistant.
- Owning ResponsibleSteel's social media strategy and calendar, ensuring consistent, high-quality output and using insights and analytics to drive continuous improvement.
- Managing ResponsibleSteel's website, ensuring it is strategically focused, up to date and fit for purpose, and overseeing the website's editorial calendar.
- Overseeing monitoring and evaluation of communications performance, including social media metrics, website analytics and media monitoring, to inform decision-making and reporting.
- Overseeing the production and distribution of ResponsibleSteel's monthly newsletter and supporting other email communications with members and stakeholders.
- Leading communications support for ResponsibleSteel webinars and events, including planning, promotion and follow-up activities.
- Line-managing and supporting the Communications Assistant, setting clear priorities, supporting professional development and ensuring consistently high standards of delivery.

Qualifications, Experience and Skills

Experience

- Undergraduate degree (or equivalent), preferably in communications, marketing, environmental studies, or a relevant industry-related field.
- Minimum of five years' relevant experience in a communications or marketing role, ideally within a global or multi-stakeholder organisation.

- Demonstrated experience leading strategic communications for an international organisation.
- Proven experience managing organisational communications across a wide range of channels, including media, social media, websites and email communications.
- Experience developing narratives or positioning for complex or technical topics.
- Experience engaging with journalists and securing high-profile media coverage.
- Experience planning and delivering communications for events, webinars and public engagements.
- Proven ability to engage effectively with senior stakeholders, including executives and external partners.

Competencies & skills

- Outstanding written and verbal communication skills in English, with strong attention to detail.
- Excellent organisational skills, with the ability to manage multiple priorities and deadlines in a fast-paced environment.
- Excellent interpersonal skills, with the ability to work diplomatically and effectively across cultures and with a range of internal and external stakeholders.
- Strong monitoring, evaluation and analytics skills, including the ability to interpret data and apply insights to improve communications performance.
- Experience using Adobe Creative Cloud (or equivalent design tools).
- Experience working with website content management systems (CMS).
- Experience using Mailchimp or similar email marketing platforms.
- Experience working with a CRM system (preferably Monday.com or similar).
- Proficiency in Microsoft Office.
- Ability to work independently while contributing effectively as part of a small, mission-driven and collaborative team.
- Energetic, adaptable and personable, with the ability to manage a varied workload in a predominantly remote working environment.

Desirable

- Experience communicating on industry, particularly steel, or climate-related issues.
- Experience working with NGOs, standards bodies, or multi-stakeholder initiatives.
- Experience in line-managing and supporting the growth and development of junior team members.
- Experience in videography and/or photography.

To Apply

Please submit your expression of interest via [this form](#). Please note that you must have authorisation to work in the United Kingdom.

Benefits

Benefits and compensation vary per region and are competitive with local prevailing employment practices.

Regardless of location, ResponsibleSteel Secretariat members receive generous holiday allowance, a flexible approach to working hours and location, equipment stipends to ensure they are well-equipped wherever they may be working, and paid sickness and emergency leave.

Hiring Statement

ResponsibleSteel is committed to building a diverse and inclusive team. We are committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic and rewarding and enables each of us to realise our potential. Our work environment is safe and open to all employees and partners, respecting the full spectrum of race, colour, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.