



## Corporate Campaigner - SteelWatch

### **OPPORTUNITY:**

*This is an exciting opportunity for a seasoned climate campaigner to deploy their skills in new ways, developing change strategies that will shift the climate ambition and the investment decisions of key steel companies. The steel industry is a major driver of climate emissions and yet few in the industry feel urgency and few outside the industry know that. Your job will be to help us change that.*

*European-headquartered steelmakers account for a small share of production but have an important role to play in shaping a pathway for transforming the industry and setting the pace. There are companies that are innovating, while others that should be leading the way but are stuck in coal-based production. We are seeking a dynamic corporate campaigner based in the EU who is able to use their creativity to design and implement campaigns to drive change in steel companies.*

### **ABOUT THE ORGANISATION**

SteelWatch is an international climate campaign organisation established in June 2023, driving corporate accountability and action in the steel sector. Our vision is a steel industry that underpins a thriving zero emissions economy.

We run corporate campaigns and challenge the global steel industry to replace complacency with urgent action in line with the science-based pathway. SteelWatch has established a strong visible presence among civil society and steel industry stakeholders. We are increasingly recognised as an authoritative and challenging voice on steel decarbonisation, invited to engage in industry events and debates internationally.

### **ABOUT THE ROLE**

We are looking for a dynamic and experienced Corporate Campaigner who will lead, develop and implement creative campaigns and strategies to drive change in steel companies. This will require using multiple pressure points across the steel



value chain; shifting narratives, engaging with national campaigns, exposing inadequacy of climate plans, harnessing investor pressure, driving demands for green steel and much more.

The Corporate Campaigner will work closely with our CSO allies to contribute to the wider ecosystem's impact and to sharply define the role of SteelWatch and its campaigns. While our campaign scope is international, this role at this juncture requires a focus on actions in the EU, where the shifting policy environment has implications on corporate decisions that will impact the pace and shape of the transition in the EU and beyond. Therefore knowledge of the EU trade and climate policy context, and ability to translate the shifting landscape and debates into concrete, actionable campaigns activities to influence corporate decisions is a must for this role. There are several steelmaking sites that will face transition decisions in the next couple of years and the campaigner will need to be able to identify, work closely with national and local allies and design a campaign approach that is complementary. This requires you to be a highly collaborative and fast-on-feet campaigner. The role may evolve beyond campaigning in the EU in future.

**Responsibilities:**

- Continuously evolve and adapt campaigns strategies in reflection of shifting external contexts, learning from our implementation and in collaboration with colleagues and allies; and translate strategies into tangible tactical campaign plans;
- Make sense out of corporate decisions, announcements, news narratives and policy shifts, and identify opportunities for driving change;
- Be a voice of the campaigns, and plan and author outputs in collaboration with communications colleagues, react to emerging news, engage in online conversations and represent in public fora;
- Engage with relevant stakeholders, corporate actors, financial institutions, policymakers, industry experts, in pursuit of the campaign strategy;
- Engage with CSO partners with an aim to identify and design campaigns to influence transition decisions; plan and implement on-ground activities where relevant;



- Participate actively in coalition conversations and activities;
- Undertake necessary research and report writing for the campaigns, working closely with analysts in-house and managing external consultants where relevant;
- Contribute to measuring the impacts of the campaign and produce reports, including funder reports, where required;
- Other responsibilities assigned by the Campaigns Director.

## **APPLICATION CRITERIA**

We seek applicants with at least 5 years experience in corporate campaigning and a track record of managing the A-Z of campaign delivery. We will also consider, for entry at a more junior level, applicants with less experience but who have the campaigning mentality and strong delivery skills, with potential to grow in the role. Candidates who possess significantly more relevant experience and are capable of taking on extra responsibilities. could be considered for a more senior role. For candidates of any level of experience, an appetite to learn and grow in the role is expected, as this is pioneering work.

### **Essential skills and experiences**

- At least 5 years experience in designing and implementing campaigns with proven record of implementing a campaign across EU member states;
- Experience with change strategies that target corporate actors to change their behaviours and business models;
- Ability to understand and articulate systemic problems and solutions; experience and/or appetite for change making;
- Knowledge of and natural instinct to pick up on shifting socioeconomic contexts, societal narratives and political environments;
- Ability to convey argument crisply and convincingly, verbally and in written form;
- Ability to collaborate with effectively with a wide variety of partners, from allies to analysts to communication experts;
- Proven strong organisational skills to coordinate multiple inputs and manage different deadlines, working on immediate tasks as well as longer pieces of work; and



- Experience or ability to fully adapt to full-remote work environment with colleagues across different time zones and language backgrounds, nimble, timely and articulate in communicating on online platforms

### **Language requirements**

- Ability to work in English at a professional level is a requirement. Fluency in an additional language specifically Spanish, German, French or Portuguese is an advantage.

### **Desired skills and experience**

- Direct experience of work in climate, industry decarbonisation, and energy transition;
- Awareness of global dynamics and ability to think beyond borders for campaign leverages, blockages and opportunities; and
- Excellent skills in writing for analytical reports as well as engaging media contents.

## **ADDITIONAL INFORMATION**

### **Location**

This role is open to candidates located in the EU.

### **Ways of working:**

- The position will report to the Campaigns Director, with close collaboration with campaign, analysis and communications teams.
- Work location is remote from your home base. Staff members work remotely and online on a daily basis.
- Working hours are flexible. You will need to have flexibility to work across different time zones, especially with Asia/Pacific time zones.
- Travel within Europe will be a requirement of this role.
- While we offer flexibility for you to work away from home base, this will need to be coordinated with travel of other colleagues, may depend on timezone changes and/or be limited by legal contracting constraints.

### **Working conditions and benefits**



- Working hours are flexible. Whichever time zone you are in, you will need to have flexibility to work early or late across different time zones straddling Asia Pacific/ EMEA /UK. You also have the opportunity to build in some flexibility around your own non-work commitments.
- This role is full time, 5 days/week.
- The initial contract period will be up to 12 months with a possibility to renew, depending on country regulations. The type of contract will depend on the location.
- You must have a valid work permit in the country where you plan to carry out the work. SteelWatch is not in a position to support a visa process.
- Remuneration is according to SteelWatch norms, level of experience and location. The advertised role sits in a band which offers a Netherlands-based salary within the range of EUR 47,963 to EUR 69,280. A higher band, with salary range of EUR 74,609 to EUR 85,268, may be considered for candidates who possess significantly more relevant experience and are capable of taking on extra responsibilities. However, it is essential that the person in this role is actively involved in the hands-on delivery of work.
- Our leave policy, unless varied by national regulation, provides 34 days in total combining public holidays and paid leave in all countries, plus birthday leave and inspiration time.

**Ethics:** we are a values-based organisation. Every staff member and consultant is asked to sign our Ethics statement and help us as an organisation live up to our values.

**Equal opportunities:** we strive to be an equal opportunities employer. We actively welcome applications from candidates from historically underrepresented groups in the climate change movement. If you require any adaptation or assistance during the application process, please be sure to let us know so that we can adjust.

## **HOW TO APPLY**

We expect candidates to have reviewed our campaign stance and decarbonisation arguments on our website and in our LinkedIn profile. If you find your skills and ambition align with us, please:



Please submit your application, consisting of a CV (maximum 2 pages) and a cover letter (maximum 2 pages), to Toko Tomita, Campaigns Director, at [opportunities@steelwatch.org](mailto:opportunities@steelwatch.org).

**Your Cover Letter Must Include:**

1. **Role Alignment and Personal Perspective:** Explain how this position aligns with your career goals and showcases your unique skills. Please ensure your response is personal and specific, as we are looking to avoid generic or AI-generated applications.
2. **Logistics:** Clearly state your intended country of work, your legal right to work or valid working visa status for that country, your salary expectations, and your earliest start date.
3. **Required Short Answers (One paragraph per question):**
  - **Question 1:** Describe an example of successful climate action within the iron and steel sector and explain the reasons you view it as positive.
  - **Question 2:** Identify one principal factor that you believe would accelerate the decarbonization efforts of major steel corporations.

**Important Application Guidelines:**

- **Do not** send your CV to a personal email address.
- **A cover letter is mandatory;** applications without one will not be reviewed.
- **File Naming:** Ensure the documents' filenames include your full name (e.g., *Jane Doe CV* or *John Smith Cover Letter and the position applied for*) and do not use generic names like *SteelWatch application*.
- Applications are reviewed on a rolling basis.
- Applications sent to other email addresses or via LinkedIn messages will not be reviewed.