



Industry 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 of the steel industry.

The pace of steel transition has become slower and messier, and while a few years back, the transition momentum was set to emerge from the developed economies such as the EU and the US, that dynamic is rapidly shifting to one that is more dispersed and non-linear across geographies. SteelWatch's role as an international campaign organisation becomes all the more important in these dynamics, to be able to identify signals of change in multiple geographies, make sense out of them and shape narratives that challenge complacency and inaction of the steel industry. We are seeking a dynamic campaigner who is able to use their creativity to challenge the industry historically under-challenged and a major driver of the climate crisis.

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

For the steel industry to move toward decarbonisation, technological advancement is not the only solution. We need to fundamentally drive systemic changes to the long-held methods of steel production, the iron and steel value chain and the



industrial structure, and going further, the relationship between the steel industry and the future of the decarbonised society.

The fundamental purpose of Industry Campaigner is to challenge the steel industry for this deep and long-term transformation, holding them accountable to what the climate crisis requires from them, while identifying short-term steps to move them towards the transformative change. The role needs to hold a long-term view of the change we seek and how we drive change, while using that to seize and shape short and medium term opportunities to push or challenge industry decision-makers effectively. This may be strategic planning, reactive work, industry engagements and alliances.

The focus on the wider sectoral change means that this role needs to understand international dynamics of the industry transition and be articulate about it. The role holder should be technical enough but be able to lift up conversations out of technical, bridge between corporate interest and policy development, and be able to bring an international and climate-first change-making lens.

Shifting discourses under which the decisions are made by industry actors is part of setting the conditions for change, therefore the role will also be required to be articulate in communicating publicly, written and spoken,

RESPONSIBILITIES:

- Identify and act on opportunities for driving change; assess industry trends, emerging analytical reports, corporate announcements and policy developments across geographies; and sift through information rapidly to engage the team on strategies and tactics for response, and where needed deliver rapid response;
- Be a voice of SteelWatch's Point of view, and plan and author outputs in collaboration with data, analysis and communications colleagues;
- React to emerging news and engage in online conversations and in public fora, with a focus on who to engage with and why, as well as what to say in line with SteelWatch goals;
- Engage with CSO partners to better understand trends in various regions, help connect dots on transition dynamics both for SteelWatch and our allies;



help SteelWatch prioritise opportunities for collaboration, pressure, or ally amplification.

- Support the SteelWatch Corporate Scorecard project (to be first published end March 2026) and identify opportunities to use the Scorecard for driving change;
- Support or undertake necessary evidence-gathering, and report writing, working closely with data, analysis and communications colleagues; and
- Other responsibilities assigned by the Campaigns Director.

APPLICATION CRITERIA

We seek applicants with several years experience and a strong track record in campaigning. 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 with more substantial experience 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 there is no blueprint for this work.

Essential skills and experiences

- At least 6 years experience in campaigning and being a spokesperson having shaped narratives, with ability to convey argument crisply and convincingly, verbally and in written form;
- Direct experience of work in industry decarbonisation and energy transition;
- Ability to understand and articulate systemic problems, experience and/or appetite for change making;
- Knowledge of and natural instinct to pick up on shifting socioeconomic contexts, societal narratives and political environments, not confined to a nation or region but across multiple geographies;
- Ability to understand technical and technological dynamics of iron and steelmaking, while being able to translate that to contents that are digestible and useful from change-making lens
- Ability to collaborate with effectively with a wide variety of partners, from allies to analysts to communication experts; and



- Proven strong organisational skills to coordinate multiple inputs and manage different deadlines, working on immediate tasks as well as longer pieces of work
- 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 deliver written outputs in English at a professional level is a requirement.
- Additional language in Mandarin, French, Korean or Portuguese is desirable.

Desired skills and experience

- Awareness of global dynamics and ability to think beyond borders for campaign leverages, blockages and opportunities;
- Excellent writing skills and presentation skills to make compelling arguments and convincing presentations.
- Previous experience in campaigns that focus on corporates, use social media and/or narrative shift for driving change.

About you - essential qualities you need

- Enthusiasm to use your technical skills and knowledge to strengthen change-making and campaigning activities of the team.
- Comfortable working with fluidity and the flexibility of a young organisation, able to work independently and able to adapt to team priorities, committed to investing in strengthening the organisation.
- Comfortable in a fully-remote working environment, and able to adapt to the team working practices and team building of an online environment.
- Ability to work early or late hours on some days to overlap with other time zones and to travel at least twice per year.

ADDITIONAL INFORMATION

Location



This role is open to candidates working in the EU, Middle East or Asia (with exception of India or mainland China - regrettably we are not able to recruit), within the timezones UTC -1 to UTC +9.

Ways of working

- The position will report to the Campaigns Director, with close collaboration with campaign, analysis and communications teams and Executive Director.
- The work location is remote from your home base. Staff members work remotely and online on a daily basis.
- Travel to an annual full team retreat is essential - this happens once a year and may be in Asia, Europe or other. Additional travel for events and face to face time is expected. This may be in Europe, Asia, or elsewhere and likely to be 1-3 times a year.
- 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 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.

Working conditions and benefits

- 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 salary range in a band with salary 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.

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 decarbonisation 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.