

Job Description – Communications Strategist

Employer: 350 Pilipinas

Position: Communications Strategist

Location: Philippines

About 350 Pilipinas:

350.org is a global grassroots movement dedicated to fighting climate change by advocating for a reduction in carbon dioxide levels to 350 parts per million (ppm), a level deemed safe for the planet. In the Philippines, [350 Pilipinas](#) is at the forefront of these efforts, mobilizing youth, local communities, and various organizations to address climate-related challenges, particularly focusing on transitioning to renewable energy. [350 Pilipinas](#) is at the forefront of these efforts, mobilizing youth, local communities, and various organizations to address climate-related challenges, particularly focusing on transitioning to renewable energy.

The organization works closely with local climate activists, including youth leaders, to advocate for policies that promote environmental sustainability. Their campaigns, such as those targeting the Asian Development Bank (ADB), aim to push for more ambitious renewable energy commitments and highlight the detrimental effects of continued reliance on fossil fuels. 350 Pilipinas has also been involved in supporting clean air initiatives, disaster resilience efforts, and sustainable energy solutions for communities across the country. By building media relationships and raising public awareness, 350 Pilipinas aims to amplify these climate efforts, making them resonate not just with environmental groups but also with corporate and governmental stakeholders.

Role Description and Responsibilities:

We are seeking a mid- to senior level communications professional with a background in media relations and stakeholder engagement, with the goal of raising awareness of and driving engagement in 350 Pilipinas' work. This role will be key in supporting the organization's strategic communications, focusing on amplifying the voices of youth activists in the climate movement.

The candidate will drive high-impact campaigns, engaging journalists, leveraging digital platforms, and engaging with government and corporate stakeholders to accelerate the renewable energy transition. The ideal candidate should possess strong communications skills, with the ability to develop and execute content strategies, enhance media and digital engagement, and support the team in achieving its broader campaign goals.

A core component of this role will be pitching campaign stories to the media, with a focus on corporate commitments to renewable energy and the broader climate movement. You will also investigate and share stories of companies and institutions involved in Green Energy Options campaigns, highlighting their successes and challenges. Additionally, you will support the team with digital strategy, including advising on and creating action-oriented content to drive engagement.

This is a full-time contract position for 1 year with the option of extending (to be considered at the end of the contractual period). Candidates should ideally be based in the Philippines.

Specific duties include, but are not limited to:

- Lead the development and implementation of communication strategies to increase awareness around 350 Pilipinas campaigns.
- Engage with media, working closely with journalists to amplify campaign stories related to the just energy transition in Philippines.
- Build a digital media strategy to further the reach of 350 Pilipinas campaigns, utilizing analytics to assess the performance of communication efforts, identifying areas for improvement and maximizing reach across channels.
- Develop tailored content for specific journalists, media outlets, and social media platforms.
- Build and maintain relationships with media outlets, journalists, and digital platforms.
- Translate complex subject matter into accessible content for a broader audience, driving public engagement and action.
- Provide training to 350.org staff on strategic communication practices, media engagement, and content development.

Requirements and Competencies:

- 7 – 10 years of proven experience in strategic communications, media relations, or journalism.
- Experience working on campaigns with a focus on advocacy, legislation, or grassroots mobilization.
- Exposure to or experience in journalism, media pitching, and public relations.

- Experience working with social media, digital platforms, and SEO optimization.
- Knowledge of data analytics and how to apply them to improve communication strategies.
- Ability to collaborate with diverse teams and stakeholders, including government entities, corporations, and civil society groups.
- Strong organizational skills, with the ability to juggle multiple campaigns and projects simultaneously.
- Adaptability and flexibility.
- Familiarity with the Philippines' renewable energy landscape and climate policies is a plus.
- English-language fluency required.

350.org prides itself for being an equal opportunity employer that is a highly dynamic, merit-based, learning organization, with competitive benefits which include further training and development.