

## Job Description – Communication Strategist

**Employer: Energy Transition Forum Korea (ETF)**

**Position: Communication Strategist**

**Sector: Not-for-profit**

### **About Energy Transition Forum Korea (ETF):**

ETF is a pioneering platform that unites experts from civil society, industry, and politics to address the pressing challenges of energy transition in Korea. Our mission is to provide a neutral space for dialogue that transcends political and sectoral interests, focusing on critical areas such as economy, environment, finance, and governance. We develop and propose actionable policies to the government and National Assembly and actively promote citizen engagement. Our goal is to foster broad public consensus, minimize conflicts, offer evidence-based solutions, and empower individuals and the international community to contribute meaningfully to a sustainable future.

### **Role Description and Responsibilities:**

We are seeking a **Branding Strategist** who can simplify complex industry language to extend ETF's reach to a broader audience. The ideal candidate will be skilled at distilling intricate information into accessible formats, customizing messaging for diverse groups, and building partnerships across organizational boundaries.

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), based in [Seoul]. The role reports to [the Secretary General]. Specific duties include, but are not limited to:

- **Brand Message Development:** Craft and refine core brand messages and narratives that resonate with strategic stakeholders and align with ETF's mission and values.
- **Strategic Communications:** Guide communication timelines and review content such as press releases, social media posts, video scripts, website content, and campaign materials to ensure cohesive and strategically aligned messaging.
- **Collaboration:** Work closely with ETF's communications team to develop and implement organization-wide communications strategies that promote consistency and cohesion.

### **Requirements and Competencies:**

- **Experience:** 10 years in branding, public relations, or related fields.

- **Passion and Sector Knowledge:** Strong commitment to advancing energy transition as a solution to climate change, revitalizing the economy, and enhancing national competitiveness. Preference for candidates with knowledge of the energy sector.
- **Non-Profit Knowledge:** Understanding of non-profit operations and orientations.
- **Strategic Communication:** Proven success in developing and executing effective communication strategies, with a strong passion for promoting societal consensus on climate and energy issues.
- **Internal Communication:** Experience in effective and impactful internal communications, with the ability to bring teammates together to achieve shared goals and unify the team around a common vision.
- **Content Creation:** Strong writing and analytical skills, with the ability to produce content independently.
- **Project Management:** Capability to manage multiple projects simultaneously and adapt to changing priorities.
- **Self-Motivation and Team Collaboration:** A proactive self-starter who works well independently and in team settings.
- **Language Proficiency:** Fluency in Korean and English.