

The Copper Mark: Outreach Director

Job Description

Overview

As mining and metals become increasingly critical to the global supply chain and the energy transition, responsible production and sustainable development are essential to meeting growing demands. The Copper Mark is working with companies throughout the copper industry to enable them to meet the demands for responsible production practices, supporting sustainable development and mitigating environmental degradation to the benefit of local communities, customers, and consumers.

Purpose

The purpose of this newly created role is to position The Copper Mark as the preferred responsible production assurance framework globally for transition minerals and metals across the value chain. This will be achieved through two main pillars: growth in uptake of The Copper Mark among mining and metals producers and enhanced reputation and understanding of The Copper Mark amongst companies, policy makers, and non-governmental stakeholders.

This role will set the strategic direction for The Copper Mark's external communications and engagement activities through a stronger international presence, education and advocacy. The Outreach Director will be representing the Copper Mark externally at various forums and events across industry, governments and regulators, customers as well as civil society.

The role of the Outreach Director is intended to build both traditional and non-traditional relationships with a broad set of stakeholders with the intention of accelerating uptake by minerals and metals producers, increasing the network of The Copper Mark partners and strengthening the brand and reputation of The Copper Mark.

This position will create partnerships and relationships necessary to deliver The Copper Mark vision and strategy. It is intended to grow participation in and elevate the importance of this assurance framework in meeting sustainability goals, and work to educate stakeholders on the responsible practices and standards that underpin The Copper Mark.

Responsibilities

- Review, update and maintain the detailed stakeholder map across all key stakeholders for Copper Mark. The initial update will need to expand the mapping to include :
 - Government stakeholders in the U.S., European Union, Chile and Peru.
 - Full value chain stakeholders for copper.
 - Local stakeholders in prioritized producer countries.
 - Key stakeholders for nickel, zinc and molybdenum.
- Develop and execute a plan to raise the profile of the Copper Mark with key stakeholders in the 1-2 year time frame.

- Once established – monitor and strengthen external relationships with key stakeholders on an ongoing basis.
- Develop and implement a program to ensure that relations with key external stakeholders are pro-actively managed to address the company's business needs;
- Translate relationships with key stakeholders into increased uptake of The Copper Mark by participants and the addition of The Copper Mark partners in major customer segments.
- Monitor and understand the broad direction of mining and metals policy as well as supply chain due diligence policy in the countries specified above to identify opportunities for The Copper Mark to be leveraged as a leading voluntary responsible production and sourcing framework for mining and metals production.
- Monitor and understand the activities of all factors that influence those policies, including multi-lateral organizations, civil society, and public opinion leaders.
- Working to develop and implement relevant communications strategies and materials.
- Support The Copper Mark team with administrative, program management and any other tasks as required.

Professional Qualifications

- The successful candidate will have already established relationships with key stakeholders in key governments, with civil society organizations and across industry networks.
- Sound strategic and management skills, capable of creating and communicating the Copper Mark Theory of Change and its differentiation versus peers. This will include an ability to anticipate emerging government, political, public or community/social issues in the jurisdictions critical to the growth of The Copper Mark, including the US, EU, Chile and Peru.
- An active network of contacts and relationships, along with a reputation for working well in various arenas, particularly in key government jurisdictions and the mining and metals sector.
- Strong communications skills and proven ability to educate stakeholders on The Copper Mark and effectively express the value proposition it offers.
- Experience, ability and agility to act as a spokesperson on behalf of the company when appropriate or necessary.

Personal Characteristics

- Energy, drive and enthusiasm, and the ability to influence across a multitude of stakeholders.
- Executive presence and a dynamic professional style.
- Excellent written and verbal skills.
- Self-motivated and able to work effectively in a small, remote team.
- Ability and willingness to contribute to a start-up-like environment.
- Willingness to offer opinions and judgments that are backed up with sound logic.

- Acute political sensitivity.
- Ability to solve complex problems with personal wisdom, experience as well as critical and creative thinking skills.
- Agile and strategic with the ability to reprioritize quickly, with the ability to manage multiple initiatives concurrently while focusing on the urgent and critical tasks.

General

The position is based remotely and reports to The Copper Mark Executive Director.

Ideal locations for the position are Washington DC, Brussels or locations from which one of these policy centers can easily be reached.

Starting date is as soon as possible.

The candidate will be expected to travel internationally as appropriate.

To Apply:

Please send CV to info@coppermark.org. Applications will be reviewed on a rolling basis.