

Project Director

Client Disclosure Reporting

Futerra Solutions Union

LOCATION
London

CONTRACT TYPE
Freelance, 3-4 days, 12 months

REPORTS TO
Executive Director

About Futerra Solutions Union

The Futerra Solutions Union is a new, independent charity. We are culture hackers for sustainable development. Working in partnership with photographers, novelists, filmmakers, artists, semioticians, advertisers and storytellers, Futerra Solutions Union uses the power of culture to accelerate the transition to a low carbon, socially just future.

About Futerra

Futerra is mission owned. That means everyone here joins to shape a world where social justice triumphs and racism is consigned to history – a world that is low-carbon, regenerative and circular. We're a tight and global team of committed people who pool their passion and abilities to work with huge brands and ground-breaking start-ups to drive positive change. Anti-racism, intersectional sustainability and climate justice are deeply held commitments in Futerra, and we will keep walking towards them every day.

About Client Disclosure Reporting

The advertising industry's carbon footprint may be negligible, but its impact - through the work it does for clients - is immeasurable. Right now, however, there's virtually no transparency or industry-wide mechanism to report on what that impact is.

Transparency is always the first step to transforming an industry and Client Disclosure Reporting (CDR) is a turnkey transparency solution to help a \$600 billion dollar industry to reckon with its true carbon impact. Client Disclosure Reporting enables an agency to disclose

the makeup of its revenue by industry, high-carbon and controversial clients without having to break client confidentiality. So far, 175 agencies across the world have committed to submitting a CDR annually.

With increasing pressure on the advertising industry to take responsibility for its impact, CDR aims to accelerate the fiscal transparency that will enable climate accountability. We're looking for a passionate, experienced individual to take CDR to scale and to make it an advertising industry standard.

What You're Here To Do

We are looking for an experienced project director to drive and manage the scale up of Client Disclosure Reporting for Futerra Solutions Union. You'll work closely with our Executive Director and Trustees to make Client Disclosure Reporting standard practice for advertising and PR agencies.

We've got big ambitions for this project – we're aiming for a huge increase in the number of agencies completing a CDR annually. This is a multifaceted project that requires a breadth of skills – from stakeholder management to comms planning and PR – so we're looking for

an exceptional all-rounder who's driven to change the advertising industry for the better. You'll be adept in ideas generation, excel in project management and be an outstanding relationship builder.

Stakeholder Engagement & Management

- Stakeholder identification and management – bringing senior stakeholders from across the ad/PR industry, business, academia and sustainability to ensure the CDR tool is used effectively.
- Build and maintain relationships with key stakeholders throughout the project duration, identifying opportunities for collaboration and communicating in a timely, effective manner.

Reporting

- Develop the systems to track and record project impact
- Keep accurate financial records, tracking and reporting on budget and spend
- Reporting progress and milestones to trustees and funder
- Identify and manage all agencies eg, website developer and PR agencies to deliver on time and to budget.

Comms Planning & Community Management

- Establish and implement communications strategies across all workstreams – setting objectives, defining tactics and measuring impact.
- Spot timely opportunities to raise the profile of CDR in the media, at events and elsewhere
- Develop and manage the community engagement plan to support agencies to complete CDRs annually
- Identify and manage all agencies eg, website developer and PR agencies to deliver on time and to budget.

What You'll Need To Know

- This role would suit someone who has worked within the advertising industry. You'll need to be aware of commercial sensitivities, opportunities and challenges within the industry.
- Be aware of the latest policy developments in relation to industry transparency and reporting – in the advertising industry and beyond
- Bags of energy, confidence, a positive attitude and the ability to handle pressure in a fast-paced environment
- Solutions oriented and skilled at troubleshooting and identifying the best way forward.