



We live in a world where companies who have a vision for a more sustainable future, and a plan to turn that vision into reality – succeed.

In fact, they don't just succeed, they become role models – changing entire industries, inspiring movements, and making this planet we live on a healthier and happier place to inhabit.

Enviral helps to create and communicate social and environmental messages. We *evolve* companies' sustainability strategies and *engage* through impactful purposeful communications. We pride ourselves on *not* being a traditional agency. In fact, we want to shake up the agency world, step away from the conventionals, lead by example and change it for the better. Interested? Then read on...

### **So what are Enviral's Mission, Vision & Values?**

*Our Vision:* We want to live in a world where all brands prioritise people and the planet

*Our Mission:* Our mission is to effectively communicate purpose to the world

*Our Values:* Adventurous, curious, purposeful, kind, strategic

Do you have a passion for making a positive impact in the world, through bold, well informed, creative and purpose-driven sustainability strategies? Are you a super creative thinker that wants to be a force for change? Do you want to develop something from the ground up within a fast paced small communications agency with a passion for values and culture? Well this could be the job you've longed for...

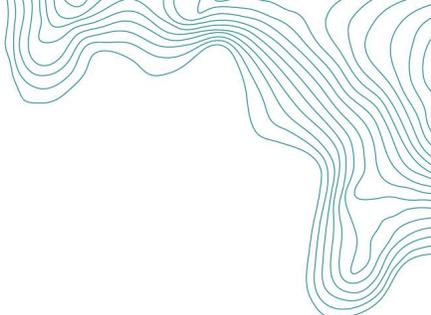
Enviral is at an exciting stage of growth, and we're looking for a dedicated Sustainability Business Strategist to bring industry-defining thinking to develop and grow Enviral's Evolve strand, our new sustainability offering. We need someone who can inspire others, bring passion and leadership to businesses big and small to push their sustainability goals, as well as the brain power and communication skills to help break down complex challenges.

There are many perks available with this role, so we're looking for someone who has successfully led business, communications and or sustainability strategies that have engaged the team and ultimately had a positive impact. Someone who has the ability to understand the changing nature of the sustainability landscape and the impact that an integrated and tailored sustainability strategy can have on a business.

We highly encourage anyone of any background, age or gender, BIPOC or LGBTQ+ to apply for this role. We are an inclusive company.

### **So what's a Sustainability Business Strategist?**

Well we think it's a pretty exciting and a fairly unique role for someone who is motivated to take a whole new pillar of the business and turn it into a fully functioning entity. This role is all about applying creative and strategic thinking to inspire companies to set bold sustainability

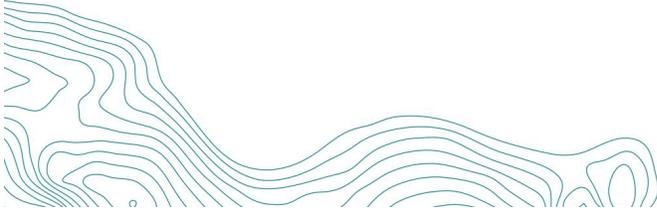


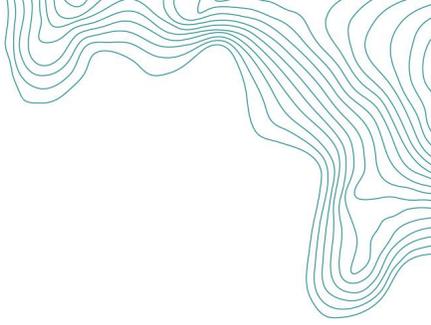
visions for positive behaviour change, whilst creating clear roadmaps so that they can deliver and measure upon their progress. You will be a pioneering person in developing our sustainability strategy team.

**What the role entails:**

- Launch Evolve in full, delivering sustainability consultancy for clients that aligns with and supports Enviral's core, established business.
- Create strategies to help clients identify and push their sustainability goals, as well as building a plan that supports them in creating a sustainability report.
- Integrate sustainability knowledge across our wider creative team
- Build on these goals and help them integrate them into their brand communications (through our Engage communications pillar)
- Plan, run and facilitate inspiring workshops that inspire and engage businesses, stakeholders, employees etc. Demonstrating the ability to think quickly and adapt based on different audiences/participants.
- Utilise your strategic leadership to proactively drive and identify new opportunities for growth, shaping the company's future and pushing these ideas forward to the team
- Ensure a forward thinking, creative approach to sustainability consultancy whilst creating an inspiring environment
- Instil a mindset of epic creativity and strategy, ensuring that all work produced and presented by Enviral Evolve is at a client ready standard at all times
- Take a leadership role in creating, managing and delivering projects and new business pitches that are impactful, credible and strategy led, using a mix of in-house and freelance team members
- Work closely with the creative team to provide them with the key information they need to translate analysis, insights and strategy into engaging, creative communications across reports, videos, motion graphics and copy
- Mentor, challenge and develop Enviral employees by demonstrating outstanding role model behaviour.
- Demonstrate an always on mentality in regards to identifying sustainability opportunities, networking events, and new business on behalf of Enviral and recommending these to the company and clients
- Develop a growth mindset to change the world through our clients and our own sustainability strategies

**We're looking for someone who will:**

- Bring knowledge around, as well as passion for sustainability landscape
  - Understand the role, challenges and opportunities of sustainability within businesses
  - Be immersed and curious about what is changing, new, exciting in the world of sustainability & business
  - Bring a commercial perspective to sustainability strategies
  - Bring a spirit of entrepreneurialism, positive energy and inspiration to the workplace to live within
  - Live our 5 core values: Adventurous, Curious, Strategic, Kind and Purposeful
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- Be a self-starter and has the ability and desire to thrive developing creative
  - Show a passion to occasionally wear different hats in our small but growing agency
  - Grow our agency and how we do things on a day to day basis for the better

### **What skills would the Sustainability Brand Strategist have for this role?**

- We're looking for someone who is experienced in progressing business strategies in a role that requires high level strategic creative thinking, ideally within the sustainability sector, working with sustainable businesses or a creative agency.
- A creative and proven approach to pitching and building strategies
- Someone with creative presentation ideas, ideally with an ability to use the Adobe suite
- A high degree of empathy and patience for the challenges and opportunities within the ever changing sustainability world
- An inspirational ability to think strategically about marketing & sustainability challenges, whatever the brief, audience and channel
- A depth of knowledge in sustainability would be beneficial, however you may have a passion, a reasonable level of knowledge and a willingness to quickly develop your knowledge in this field

Key areas of knowledge that would be of benefit are:

- Strategy framework creation and sustainability policy development
- Reporting on sustainability
- Knowledge of Sustainable Development Goals from a business perspective
- Issue and trend analysis
- Goal / KPI setting, management and delivery

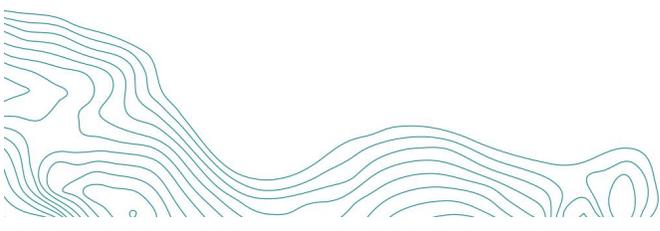
**Salary:** £50-65k depending on experience

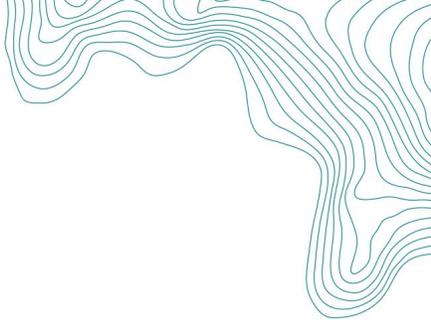
Full time only

Please note this role is available in-house in our Bristol office with flexible working options.

### ***Perks of the job...***

Enviral offers a huge amount of rewards from attractive salaries, donations to either Surfers Against Sewage, Marmalade Trust, National Trust or Woodland Trust, half-day adventure options and paid activism or volunteering options. We're also based in a creative co-working hub full of Bristol's best creative talent with a yearly training fund and access to hundreds of creative + sustainability books.





To apply please email your application (in any form you see fit), along with your thoughts on:

- What do you see as the greatest challenge as well as opportunity for sustainable businesses?
- What brands are doing sustainability right and why?

to [recruitment@enviral.co.uk](mailto:recruitment@enviral.co.uk) 🌳🌍

We look forward to hearing from you.

