

## **The Gold Standard Foundation**

### **Information Management and Communications Consultant Request for Proposals**

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The Gold Standard Foundation is a small but global organization that has received recent coverage in the Guardian, the New York Times, the Financial Times, and the Wall Street Journal for its leadership role in driving the Kyoto Protocol's carbon market towards environmental rigor and quality. The Gold Standard has also launched a quality carbon campaign in the voluntary market, serving the United States, Australia, and others. Gold Standard projects employ renewable energy and energy efficiency technologies, they are rigorously screened for true environmental benefits, and they encourage local sustainable development. The Gold Standard Foundation is supported by over 47 environmental groups worldwide, including WWF, Greenpeace, and Clean Air-Cool Planet.

The Gold Standard currently seeks a creative, independently motivated, information management expert *to facilitate understanding of the Gold Standard scheme and to increase The Gold Standard reach in the global carbon market.*

Remuneration and hours associated with the position are negotiable. At present, there is only a small sum available for the information management expert. For now, The Gold Standard seeks a part-time, cost-effective solution to increasing the usability and relevance of its website and communication materials. The position will be focused on website content management at first with some technical writing, but it is expected to evolve into a more general managerial role in Gold Standard's communication campaigns. It is intended that the successful candidate will begin working with The Gold Standard on a part-time, consultancy basis but that the option for long-term employment will be pursued by both parties.

The Information Management and Communications Consultant can be based in Rome or Switzerland.

#### **Application Requirements**

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1. Cover letter, including motivation for pursuing work with The Gold Standard, salary expectations and availability.
2. C.V.
3. 2-5 page proposal that explains what you would do with a 5000 euro budget to improve the effectiveness of the Gold Standard website. The following questions should be addressed:
  - a) How would you improve the marketplace section of the website?

- b) What sort of analysis and actions would you do to increase GS hits? What information would you need from The Gold Standard Staff to support your work?
- c) Gold Standard would like to see its name and logo more commonly understood by the public, and we'd like to get the public more engaged in the climate cultural discourse. How would you use the web to broaden Gold Standard's reach while simultaneously protecting the integrity of the Gold Standard message?
- d) Briefly, what types of information and communication activities would you do as a full time staff member of the Gold Standard? How much would you cost and what is your current employment situation now?

## Qualifications

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Candidates should be able to *demonstrate* via professional history, academic performance, or written reference the following skills:

1. Strong writing ability in English.
2. Academic or professional background in the field of environmental governance, carbon markets, and corporate social governance or the equivalent; demonstrated commitment to environmental causes.
3. Ability to manage website content. The Gold Standard website currently operates with a very basic CMS, but this can change.
4. Ability to work independently and in a rapidly changing environment
5. Creativity and initiative.
6. Networking skills.
7. Excellence in research.
8. Independent, critical thinking skills.
9. Willingness to learn, particularly on technical carbon offsetting issues.
10. Teaching skills.

The following background is desired but not essential:

1. Fluency in non-English languages (Spanish, French, Chinese, Portuguese or German of particular value).
2. Multi-media experience.
3. Experience in the renewable energy /energy efficiency sector.

Please send applications electronically by November 15<sup>th</sup>, 2007. Only short-listed candidates will be contacted. Applications with spelling errors or formatting flaws shall be automatically discarded.

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