

## POSITION DESCRIPTION

<b>Position Title</b>	Public Engagement Manager
<b>Reports to</b>	Corporate Affairs Manager
<b>Location</b>	Europe, United States of America or Asia-Pacific
<b>Direct Reports</b>	None
<b>About Leilac</b>	<p>At Leilac we're passionate about enabling the transition to a carbon neutral world by providing the most compelling decarbonisation solution for global cement and lime.</p> <p>Our purpose-driven team members are unwavering in their commitment to solve this urgent global challenge. We are scientists, engineers, project managers and innovators. We are team players and collaborators. And we're each applying our unique skills and Leilac's breakthrough technology to create sustainable industries and a sustainable planet.</p>
<b>Join us and contribute to a better world</b>	<p>Since 2020, Leilac's parent company, Calix has been a participant in the United Nations Global Compact (UNGC), the world's largest corporate sustainability initiative, supporting its Ten founding Principles related to human rights, labour standards, environmental protection, and anti-corruption.</p> <p>Leilac's innovation, development and partnership initiatives are aligned with the UN's Sustainable Development Goals, helping to accelerate our work in delivering the transition to a carbon neutral world.</p>
<b>Position Summary</b>	<p>As the leader of Leilac's public engagement activity, this role will develop and deliver campaigns that support and build Leilac's brand, provide education on climate change and industrial decarbonisation, and create advocacy for Leilac's technology for sustainable industry.</p> <p>Leilac's Public Engagement Manager will work with the Digital Marketing and Communications teams, as well as external partners, to develop impactful campaigns that create public support for Leilac's technology solutions. Campaigns will target broad brand and reputation building at a national and international level,</p>

	<p>as well as support for individual projects and their immediate local public stakeholders.</p> <p>Key messages and content will be developed and delivered through Leilac’s own channels, as well in collaboration with partners and other influencers for further amplification.</p> <p>The ideal candidate will have a passion for climate change mitigation and industrial decarbonisation, strong collaboration and relationship building skills, an ability to distil complex concepts into simple key messages, and a proven track record of delivering impactful content and successful stakeholder engagement.</p> <p>This is an exciting opportunity for a talented communicator to work at a fast-growing and innovative company developing leading industrial decarbonisation solutions.</p>
<b>Inclusion</b>	<p>Leilac embraces diversity and inclusion. It’s one of our core values. We promote an inclusive and safe space for all and proudly welcome and support people of any race, ability, gender and identity.</p> <p>We are committed to recruiting, training, and promoting all employees regardless of gender, domestic responsibilities, marital status, religion, race, ethnicity, language, sexual orientation, disability or age.</p> <p>Fostering a diverse and inclusive culture is not just a moral imperative; it is foundational to driving innovation and business success.</p>

Position Purpose	Key Responsibilities
<p>1. Digital Marketing content</p> <p><b>Estimated % of Time: 60%</b></p>	<p>1.1. Build on the Company’s stakeholder engagement strategy to develop public engagement plans for key target audiences and key messages.</p> <p>1.2. In collaboration with the Communications and Digital Marketing team, develop engaging campaigns that support reputation and brand building.</p> <p>1.3. Support project development by helping to create advocacy and mitigate risk with local stakeholders.</p> <p>1.4. Manage a pipeline of content development, leading internal collaborations, and reporting progress to the Corporate Affairs Manager.</p> <p>1.5. Monitor social media channels and other media for public engagement.</p>

<p><b>2.</b> Supporting third party engagement and collaboration</p> <p><b>Estimated % of Time: 40%</b></p>	<p>2.1. Identify appropriate third parties and build collaborations that significantly amplify Leilac’s key messages.</p> <p>2.2. Support partners and collaborators develop engaging content, with accurate messaging that supports Leilac’s strategic objectives.</p> <p>2.3. Contribute to the company’s supportive culture and act as an ambassador of Leilac’s values in external engagements.</p>
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Key Contacts	Internal	External
Requirements	<ul style="list-style-type: none"> <li>• Proven ability to develop compelling content and deliver successful stakeholder engagement.</li> <li>• Ability to understand and distil technical and nuanced subjects into focused key messages.</li> <li>• Ability to empathise with, and tailor communications to, target audiences.</li> <li>• Strong collaboration and relationship building skills.</li> <li>• Self-driven with a strong work ethic.</li> <li>• Strong cultural alignment with an innovative and purpose-driven decarbonisation business</li> </ul>	
Desired	<ul style="list-style-type: none"> <li>• Passion for climate change mitigation and industrial decarbonisation.</li> <li>• Experience with corporate communications.</li> <li>• Social media expertise</li> <li>• Experience working in the cement industry, materials science, or climate science.</li> </ul>	
Benefits	<ul style="list-style-type: none"> <li>• Join a growing global organisation developing innovative solutions for industrial decarbonisation.</li> <li>• Flexible working arrangements</li> <li>• Participation in Employee Incentive Scheme</li> <li>• Access to Employee Assistance Program</li> <li>• Generous parental leave policy</li> <li>• 5 days of wellbeing leave available per year</li> <li>• Opportunities for professional development and career progression</li> </ul>	