

**Job Description – Global Communications Lead**

<b>Job title</b>	Global Communications Lead, Breathe Cities	<b>Location</b>	London
<b>Department</b>	Breathe Cities	<b>Length of contract</b>	Fixed Term contract until end of June 2029
<b>Role type</b>	Global	<b>Reporting to</b>	<b>Line manager:</b> Breathe Cities Executive Director  <b>Dotted line to:</b> Head of Strategic Communications, Clean Air Fund
<b>Travel involved</b>	Some travel will be involved	<b>Direct reports</b>	1-2 FTE direct reports  Manage agency support  Dotted lines to campaigns/partnerships focused colleagues

**Role overview**

We are seeking a senior communications professional to increase international media and recognition for Breathe Cities among city leaders, policymakers, and funders, owning a communications strategy that positions the initiative as the leading model for urban air quality action.

This a key role, shaping narrative and messaging, delivering impactful media and digital cut-through, and amplifying city-level communications in regional and global fora.

You will be adept at translating complex evidence into clear, compelling messages, bring a strong global perspective, take editorial quality seriously, and be confident managing a communications team across a multi-partner initiative.

This role requires someone who is well versed in managing communications teams and agencies, able to work confidently with senior leaders, city leadership and partners, and skilled at balancing pace with rigour in a multi-stakeholder environment.

# CLEAN AIR FUND

## About Breathe Cities

Breathe Cities is a global initiative supporting cities to clean the air and enhance public health.

Delivered by Bloomberg Philanthropies, Clean Air Fund and C40 Cities, the initiative offers cities tools to take ambitious clean air action by expanding access to data and raising public awareness. Launched in 2023 by Michael R. Bloomberg, the UN Secretary-General's Special Envoy on Climate Ambition and Solutions and founder of Bloomberg Philanthropies, and Sadiq Khan, Mayor of London and C40 Cities Co-Chair, Breathe Cities is accelerating action in 14 cities to improve the air 77 million people breathe.

To learn more, visit Breathe Cities' [website](#) or follow on [Instagram](#) and [LinkedIn](#).

## About Clean Air Fund

Clean Air Fund is a global philanthropic organisation that brings together governments, campaigners, researchers, funders and businesses to create a world where everyone breathes clean air.

We offer the opportunity to be at the heart of efforts to drive the air quality agenda across the globe. You would be joining an ambitious organisation that is expanding its work year-on-year and is making a real difference.

We provide a competitive reward package, flexible working and a commitment to supporting your learning and professional development. Everyone who works with us shares our values - collaborative, dynamic and evidence-informed - and a commitment to our mission.

## Job purpose

To lead and deliver Breathe Cities communications strategy - increasing visibility and credibility, supporting participating cities and mayors to tell their progress stories, and ensuring consistent, high-quality communications across partners and markets.

The postholder will drive media cut-through, oversee content and brand consistency and advise on reputational risk. You will manage a small team and agencies/suppliers to deliver at pace and work closely with programmatic colleagues.

The role sits within Clean Air Fund as part of the strategic communications team, working with comms counterparts at our partner organisation C40 cities and coordinating closely with Bloomberg Philanthropies.

## Key working relationships

Internally, the role will engage with:

- The Breathe Cities Executive Director and leadership
- The Clean Air Fund's Head of Strategic Communications and the wider Clean Air Fund communications team

# CLEAN AIR FUND

- Clean Air Fund's city engagement, technical and programme colleagues (campaign, data, policy, delivery leads)

Externally, primary contacts will include:

- Breathe Cities' media and digital agencies
- Communications and programmes teams at Bloomberg Philanthropies and C40 Cities
- City-level communications and mayoral teams in participating cities
- Local delivery partners/grantees (as appropriate)
- Media, influencers, researchers/experts.

## Role responsibilities

### Communications strategy & delivery

- Own and deliver a high-impact communications strategy for Breathe Cities that strengthens visibility, influence and engagement with priority audiences (city leaders, policymakers, funders, media, public).
- Own the comms delivery rhythm: project managing high profile communications moments and activations around external events and overseeing the comms systems and workflows to ensure high-quality planning and delivery.
- Oversee and evolve core messaging products and ensure message discipline and quality control across outputs.
- Anticipate reputational risks and manage rapid response in line with agreed escalation and sign-off processes; advise colleagues on sensitive communications and contested policy issues with sound judgement.

### Stakeholder engagement and partner coordination

- Coordinate communications across Clean Air Fund, Bloomberg Philanthropies and C40 Cities - aligning messaging, timelines, approvals and division of labour.
- Build strong relationships with city communications teams and local partners to enable local delivery and improve information flow into global storytelling.
- Maintain a strong editorial calendar and manage workflows across the partnership (briefing packs, announcements, toolkits, speaking moments).

### Earned media, thought leadership & profile-raising

- Work with Breathe Cities' media agency to drive media engagement, identifying story angles to secure high-quality coverage across priority outlets and beats (cities, health, environment, transport, development).
- Build and maintain relationships with priority journalists, including delivering a model of reporter bootcamps in partnership with Clean Air Fund's Head of Strategic Communications.

# CLEAN AIR FUND

- Identify and secure thought leadership opportunities (features, comment, op-eds, speaking slots) that position Breathe Cities and participating city leaders as credible clean air champions.
- Support senior spokespeople (Breathe Cities leadership, mayors, partners) with briefing notes, talking points, Q&As and interview preparation.
- Oversee and quality-control talking points, speeches, op-eds and correspondence for senior spokespeople, adapting voice and tone across formats and audiences.

## **Digital communications**

- Oversee digital strategy to support Breathe Cities' narrative, visibility and influence, ensuring alignment with priority communications moments and audiences.
- Drive high-quality digital storytelling, translating evidence and city-level progress into clear, credible content.
- Use performance insight to refine impact, setting expectations on metrics, learning and continuous improvement.

## **Team management**

- Manage the communications function, ensuring clarity on roles, workflows, priorities and standards across the central team, partners and city-level comms.
- Line-manage 1–2 FTE (and grow the team over time where agreed), setting objectives, coaching delivery, and building capability across press, content and city enablement.
- Manage agencies and suppliers (including core agency support focused on media and digital) to deliver high-quality work at pace.
- Manage allocated budgets and procurement processes, ensuring value for money and strong supplier relationships.

## **Person Specification**

### **Essential**

- Senior communications experience (across philanthropy, international NGO, government/cities, or public interest communications).
- Exercises sound judgment and discretion with a strong understanding of how decisions get made in and around city government, and the ability to navigate complex, fast-moving stakeholder environments with diplomacy and good judgement.
- Demonstrated experience leading and developing teams and managing agencies to deliver high-quality communications outcomes.
- Demonstrated experience working across complex, multi-stakeholder organisations and environments, with a track record of building strategic alignment and agile delivery mechanisms.

# CLEAN AIR FUND

- Proven ability to advise senior leaders/spokespeople in high-stakes, reputation-sensitive contexts, including anticipating flashpoints and shaping messages that are accurate, credible and tailored across different audiences.
- Strong track record of shaping narratives and securing high-quality earned media coverage (features, comment, op-eds, spokesperson profiling).
- Excellent writing and editing skills across press materials, speeches/talking points and briefings.
- Strong judgement on risk, accuracy and credibility; calm under pressure and able to handle reactive moments.
- Proficient in using the latest Microsoft 365 tools, comfortable with cloud-based platforms like Microsoft Teams and SharePoint, adaptable to new ways of working, and an excellent understanding of basic cyber security and data protection hygiene.

## **Desirable**

- Experience working in or closely with city government (e.g., mayor's office, transport authority, public health, environment team) or advising city leaders in a public affairs/strategic comms capacity.
- Experience delivering communications across multiple regions/markets (including Global South contexts) and/or multi-language environments.
- Familiarity with air pollution, urban planning, public health, climate, transport or related policy areas (comfortable working with technical experts).

## **Further information**

- This is a full-time role based in London, with some international travel.
- Home working can be agreed for up to 50% of the time.