



SCIENCE BASED TARGETS NETWORK

GLOBAL COMMONS ALLIANCE

Director, Market Development, Science Based Targets Network (SBTN)

About the Role: The Market Development Director will drive corporate adoption of sustainability targets by growing SBTN’s market presence, strengthening corporate & partner relationships, and effectively managing knowledge products to enhance usability, with the goal of achieving scale & financial stability.

Project Overview and Context: Founded in 2019 as a civil-society and science-led coalition, SBTN is setting the global standard for corporate action on nature by developing methodologies, tools, and guidance for land, freshwater, ocean, and biodiversity. After completing its first phase of launching methods enabling companies to set and validate science-based targets (SBTs) for nature, the Science Based Targets Network (SBTN) is now executing its scaling strategy. This strategy rests on three pillars: mass mobilization to make adoption feasible and incentivized, sector-based acceleration in high-impact value chains, and place-based action linking global standards to local outcomes. With proven demand, 17 companies piloted targets in 2023–24, with 10 of these validated. SBTN aims to reach 600 validated companies by 2030.

SBTN methods balance scientific rigor, usability, and value for both nature and end-users. Because they require significant data and technical capacity, SBTN targets companies and financial institutions (FIs) that are advanced in their sustainability journeys. Its market development focuses on moving “aware” companies from considering SBTN to publicly disclosing targets, rather than broad awareness-building. SBTN employs a “Hub and Spoke” model, where the Market Development Team collaborates with NGOs, industry coalitions, and other stakeholders to capture and nurture leads. This approach enables the team to rapidly gather insights into SBTN’s value and feasibility, inform method development and validation, and communicate updates clearly to end-users. Stakeholders can effectively drive SBTN lead nurturing and uptake when they have a clear value proposition aligned with their goals, trust in SBTN’s ability to deliver on methods and nature outcomes, support for lead capture through guidance, messaging, and hand-off processes, and customized company and FI value propositions informed by broader stakeholder demand.

Core Responsibilities:

- Lead the strategic design and execution of market development plans focused on generating high-quality corporate leads and converting them to validated corporates.
- Define & execute the GTM strategy to drive corporate adoption of SBTN methodologies to reach ambitious corporate adoption goals in key sectors & geographic regions.
- Proactively identify, analyze, and address barriers hindering lead conversion, implementing targeted strategies to streamline the engagement pipeline and to inform ongoing method refinement, validation, and knowledge product development.

- Manage and optimize the pipeline of corporate prospects, working closely with partners and NGOs to capture and nurture leads from early engagement through public target disclosure, ensuring insights inform both method uptake and refinement.
- Monitor adoption pipeline metrics to proactively identify barriers to corporate commitment and implement solutions.
- Enable and empower teams through clearly defined roles, targeted support, skill development, and actionable performance metrics that drive results.
- Build strategic, high-level relationships with senior executives and sustainability leaders, effectively influencing their commitment to adopt SBTN methodologies.
- Collaborate with Communications & Marketing teams to deliver clearly translated technical content and impactful messaging; coordinate closely with the Technical team to ensure technical methodologies are accurately integrated into the engagement process.
- Develop strategic partnerships with consultants, industry coalitions, technical NGOs, and non-technical NGOs to capture leads, build capacity, and support corporate adoption; engage investors, regulators, voluntary frameworks, and policy makers to enhance the value proposition for SBTN method uptake; and coordinate internal SBTN functions to integrate end-user insights and ensure strategic alignment.
- Continuously analyze and refine market engagement strategies, leveraging data insights to improve leads, conversion rates, and corporate adoption.
- Oversee the development of knowledge products and capacity-building tools by internal teams and partners, ensuring they effectively support corporate and FI engagement, facilitate method uptake, and capture high-quality insights throughout the engagement pipeline.
- Engage internal SBTN Leadership, Technical, Marketing & Communications, Fundraising, and Validation teams to ensure that end-user insights from corporate and partner engagement inform method development, strategic priorities, and market development execution.
- Represent SBTN at key meetings, events, and media opportunities to promote the organization's methods, build strategic relationships, and advance corporate adoption goals.

Key Qualifications:

- 8+ years of corporate or strategic engagement experience, ideally from a corporate nature lead, sustainability, CSO, or consulting background.
- Exceptional capability in influencing senior corporate leaders, negotiating complex agreements, and securing organizational commitments.
- Demonstrated expertise in optimizing sales or engagement pipelines, employing analytics and performance metrics to improve results.
- Strong leadership skills with a record of enabling teams through clear direction, supportive guidance, and effective resource allocation.
- Outstanding communication and interpersonal abilities, skilled at crafting persuasive narratives and engaging senior stakeholders effectively.
- Experienced in cross-functional collaboration, effectively aligning marketing, communications, and technical teams toward common adoption goals.
- Language skills/fluency (especially French, Japanese, or Mandarin) are considered a plus.

Leadership & Cultural Fit:

- A results-oriented leader passionate about driving measurable outcomes in corporate engagement and adoption.
- A collaborative facilitator committed to enabling and empowering team members to achieve strategic goals.
- An influential advocate capable of clearly articulating value propositions and effectively guiding stakeholder commitments.
- Strong cultural alignment, with demonstrated dedication to environmental and social goals.

Why Join Us: Drive significant global impact by accelerating corporate nature commitments, work alongside influential global stakeholders and sustainability leaders, and contribute strategically within a dynamic, purpose-driven organization leading the conversation around nature.

External Stakeholders: Corporate sustainability officers (CSOs), senior corporate executives, strategic NGO partners, industry bodies, influential funders, and advisory councils.

Pay: \$120K-\$210K, depending on experience.

Specifications

- Location: ET-friendly timezone preferred
- This is a full-time, remote employment position
- This position reports to SBTN's Executive Director

How to Apply: Applications will be reviewed on a rolling basis until the position is filled. Early submission is encouraged, and submissions by October 10 will be prioritized.

Interested candidates should submit the following materials:

- Resume/CV - highlighting relevant corporate engagement, sustainability, or consulting experience.
- Cover Letter - explaining your interest in SBTN, your relevant experience, and how you can contribute to accelerating corporate nature commitments.
- References - optionally, provide 2–3 professional references who can speak to your leadership and strategic engagement capabilities.

Submit all application materials via email to Kris Kobi at Kris@climate17.com with the subject line: "Application: Director, Market Development - [Your Name]" For any questions about the position or application process, contact the same email address.