



Title of post:	Marketing Coordinator
FT or % P/T:	Part time (22 hours) fixed term 3-year contract.
Principal location of work:	9 Park End Street, Oxford OX1 1HH
Salary	£27,000 pro rata plus 3% employers pension contribution
Holiday entitlement	25 days plus bank holidays pro rata
Immediate line manager:	Communications and Marketing Manager
Staff managed:	None
Closing date for applications:	Wednesday 12 June Provisional interview date Tuesday 18 June

About Low Carbon Hub

The Low Carbon Hub is a social enterprise that's out to prove we can meet our energy needs in a way that's good for people and good for the planet. The days of fossil fuels are numbered. The shift to renewable generation is gaining pace and gives us the opportunity to reshape the way we manage our energy.

We develop community-owned renewable energy in Oxfordshire and re-invest 100% of our own surplus in our mission to create an energy system we can all feel good about.

We work with several partners, large and small, including academia, local authorities, government and commercial businesses to demonstrate in practice how we can transform to a zero-carbon energy system.

You can read more about us on our website: www.lowcarbonhub.org

Overall purpose of post

The Marketing Coordinator will have a key role to play in implementing the marketing and communications strategy of the Low Carbon Hub, with a particular focus on new products, services and partnerships.

You will contribute to the planning and implementation of communications and marketing campaigns to raise investment and engage new audiences, while progressively improving organisational understanding of what works for different audiences. You will also contribute to the overall marketing strategy for the Low Carbon Hub.

The post holder will write, edit, coordinate and publish content across various channels including the website, social media, press release, print and online communications and various marketing materials.

Main duties

Marketing

- Support the development and delivery of marketing plans for new and existing products and services including new our share offers and new investment opportunities.

- Identify, investigate and recommend opportunities for reaching new audiences, such as potential investors
- Co-ordinate the design and development of digital and offline marketing collateral to meet organisational objectives, and in consultation with project partners.
- Help market and communicate events, such as seminars, conferences, and events and produce event materials including presentations
- Test and review material regularly, on the basis of feedback if possible

Digital marketing

- Develop, manage and update content for Low Carbon Hub and OxFutures websites
- Develop and coordinate content for social media accounts

Communications

- Produce, edit and distribute updates and materials for external and internal audiences, including a regular e-newsletter, social impact reporting and case studies
- Provide creative, editorial and operational support for communications projects and report on progress

Press

- Field inquiries from stakeholders including journalists, politicians and service users
- Create press releases and statements as needed
- Maintain library system for press cuttings, monitor cuttings and report

Brand

- Ensure consistent branding is used throughout the organisation
- Help maintain and build reputation
- Act as a brand champion

Selection Criteria

Experience, knowledge and skills

- Proven experience in a dedicated marketing or communications role producing written material delivered through a wide range of channels
- Minimum of two years' experience
- Experience of managing multiple projects and delivering to a high standard
- An excellent grasp of English and proven experience in developing targeted written marketing messages
- Ability to write concise and focused copy for a range of different audiences
- Ability to communicate and translate technical and complex messages into memorable and engaging ones.
- An eye for detail with proven proof-reading skills
- Creative and inquisitive
- Energetic, positive and flexible team player with ability to build relationships with our partners
- Strong interpersonal skills including the ability to liaise with external contacts and range of stakeholders
- Experience of briefing and managing external suppliers
- Experience of marketing and coordinating events
- Able to work with minimal supervision, assess and prioritise workload and deliver on deadline.
- Ability to work flexibly in a small team on ad hoc tasks as they arise
- Excellent understanding of digital platforms and know-how to deliver campaigns
- Experience in setting up metrics that enable increased understanding of the impact of marketing activity and to report and use evaluation for improvement
- Experience of Craft CMS, Wordpress and Indesign an advantage
- A keen interest in the work of the Low Carbon Hub and a commitment to its aims and mission

How to apply

Please use the application form to apply. CVs and supporting letters **will not** be considered as part of the application process.

Your application should demonstrate how your skills and experience relate to the person specification above.

The deadline for completed application forms is **midnight, Wednesday 12 June**

Interviews are scheduled for **Tuesday 18 June**

Applications should be sent to info@lowcarbonhub.org with 'Marketing Coordinator' in the subject.