



Title of post:	Marketing and Communications Manager (Maternity Cover)
FT or % P/T:	Full time (36 hours) fixed term 12-month.
Principal location of work:	Oxford
Salary	£35,000 plus 3% employers pension contribution
Holiday entitlement	25 days plus bank holidays
Immediate line manager:	Social Impact Director
Staff managed:	Marketing Coordinator
Closing date for applications:	Midnight, Thursday 19 September
Provisional interview date:	Wednesday 25 September
Preferred start date:	by Monday 28 October 2019

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

You will be responsible for planning and delivering the marketing and communications strategy of the Low Carbon Hub to key groups including Members, supporters, partner organisations and potential investors.

Working closely with the Business Development Team, Social Impact Manager and Chief Operations Officer, you will develop the marketing and communications strategies for new products and services as well as delivering existing strategies to current stakeholders.

The team works with multiple partners across a range of projects and you will need to be able to represent the Low Carbon Hub at project meetings, events and actively input into plans for project delivery.

As this is a 12-month role, building good working relationships with key project partners and internal team members quickly will be vital in ensuring the successful delivery of projects.

You will also manage the Marketing Coordinator who has a particular focus on implementing the marketing and communications plan for partnership projects, new products and services. You will be responsible for ensuring their workload is appropriate and on track and support them in the day-to-day delivery of work.

As part of a small team in a busy environment, we are looking for someone who can proactively get stuck in and be comfortable working flexibly to take on ad hoc tasks as and when they arise.

If you can manage multiple projects and deadlines at once and have a desire to work in a values-driven organisation, then we'd love to hear from you.

Main duties

Strategy

- Develop marketing and communications strategy for new products and services, in conjunction with Business Development Team, Social Impact Manager and Chief Operations Officer
- Build relationships, setting quarterly meetings and regular catch ups, with key teams to feed into marketing and communications strategy for key stakeholders including hosts, investors, project partners etc.
- Contribute to and manage the Hub's delivery of strategy for partnership projects
- Develop and implement marketing strategy for new share raise products, in particular focusing on reaching new audiences
- Work closely with other teams to ensure learning and opportunities are communicated and contribute towards continuous improvement in communications.
- Proactively identify new communications trends to raise awareness of Low Carbon Hub's profile
- Ensure effective internal communications of successes and milestones of the Hub's work

Communications

- With the support of the Marketing Coordinator, manage and develop content for Low Carbon Hub and OxFutures websites
- Overall responsibility for social media accounts for Low Carbon Hub and OxFutures
- Produce, edit and distribute updates and materials (print and digital) for external and internal audiences, including a regular e-newsletter, social impact reporting and case studies
- Test and review material produced, on the basis of feedback if possible
- Manage the marketing of key events, such as seminars, conferences, and AGMs

Team support

- Manage the Marketing Coordinator to support the delivery of the marketing and communications strategy
- Work closely with Community Engagement Manager to develop communications support for low carbon community groups
- Be the key point of contact for communications and marketing queries from key stakeholders, internal and external

Brand

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

Selection Criteria

Experience, knowledge and skills

- Minimum of three years' proven experience in a dedicated marketing or communications role producing targeted marketing plans
- Demonstrable experience of delivering marketing campaigns through a wide range of channels, to schedule and budget
- Line management experience
- Experience in managing budgets
- Experience in managing multiple projects and delivering to a high standard
- Experience of marketing and coordinating events
- An excellent grasp of English and ability to write concise and focused copy for a range of different audiences, with excellent proof-reading skills
- Ability to communicate and translate technical and complex messages into memorable and engaging ones.
- Strong interpersonal skills including the ability to liaise with external contacts and range of stakeholders
- Able to work with minimal supervision, assess and prioritise workload and deliver on deadline.
- 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
- Energetic, positive and flexible team player with ability to build relationships with our partners
- 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. **Any accompanying 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 selection criteria above.

The deadline for completed application forms is **midnight, Thursday 19 September**

Interviews are scheduled for **Wednesday 25 September** in our offices in central Oxford.

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