



CREATING ENERGY WE CAN ALL FEEL GOOD ABOUT

lowcarbonhub.org

Cosy Homes Oxfordshire Marketing Executive – job description

Post title: Cosy Homes Oxfordshire Marketing Executive

FT/PT: Part-time on a consultancy basis (2-3 days per week)

Location of work: Expected to spend time at both the Low Carbon Hub offices at the Wood Centre for Innovation (OX3 8SB) and the Cosy Homes Oxfordshire office in Charlbury (OX7 3RR) each week. The role will be remote until COVID-19 restrictions allow – but still be embedded between the two teams.

Closing date for applications: Midnight on Monday 20 July 2020

About the Low Carbon Hub and Cosy Homes Oxfordshire

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 the planet.

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 are also involved in several programmes working to reduce energy demand across the county, including Cosy Homes Oxfordshire.

Cosy Homes Oxfordshire is a one-stop home retrofit service aiming to improve energy efficiency in our homes to reduce carbon emissions. The programme is now in its second year, with the service fully up and running, so we're now looking to make improvements to the service and our processes, as well as to develop key pieces of content.

Job description

The role is on a part-time, consultancy basis, and will be remote until restrictions allow, with normal office arrangements being to regularly spend time each week at the Cosy Homes Oxfordshire office in Charlbury, and at the Low Carbon Hub office in Headington. This is because building and maintaining relationships and communication across the project is key to the role.

The role entails:

- Managing the Cosy Homes Oxfordshire social media channels (Twitter, Facebook, Instagram, LinkedIn) with the aim of improving engagement. This includes planning and scheduling content as well as being responsive day-to-day.
- Delivering a few key pieces of content which will become part of our portfolio of 'evergreen' content to support the service, including briefing external suppliers.
 - Animation video of a house having retrofit measures installed



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- Two 'how-to' animation videos explaining how a specific retrofit measures (TBC but e.g. air source heat pump, wall insulation) work.
- Managing the upload of Cosy Homes webinar recordings to our YouTube channel.
- Static infographic on home energy statistics.
- Producing a selection of ~500 word blogs for the Cosy Homes website.
- Building and maintaining clear lines of communication between the Cosy Homes Oxfordshire delivery team at the Charlbury office, and the marketing team at the Low Carbon Hub office – as a 'communication bridge' – and leaving us with a clear process to carry this forward.
- Identifying and acting on opportunities to collaborate with other brands and promote the Cosy Homes service, as part of our 'trusted brands' work.

Who we're looking for

Our ideal candidate will:

- Have excellent communications skills, both written and verbal.
- Be a creative thinker, coming up with new ideas to improve engagement.
- Have confidence working independently and delivering to deadlines, whilst also being a great team-player.
- Have experience in marketing or communications roles, and specific experience managing social media channels and creating engaging content for digital platforms, especially videos and blogs.
- Have an understanding of the process of design, including experience briefing external designers on marketing design projects.
- Have experience in project management.
- Be interested in climate change mitigation, particularly the role of home energy, and an understanding of the role of social enterprises.
- An experience of WordPress, MailChimp, and Hootsuite an advantage.

How to apply

If the description above sounds like you, we would love to hear from you.

To apply for the post, please send us your CV and examples of relevant work to info@lowcarbonhub.org with 'Cosy Homes Marketing Executive' as the subject line – and we'll be in touch.

The deadline for applications is: **Midnight on Monday 20 July 2020**

Remuneration will depend on availability, skills, and experience but is anticipated to be around £180-240 per day. We anticipate this contract will be a maximum of 100-120 days between July 2020 and 31 March 2021, averaging 2-2.5 days a week.