



Marketing and Communications Coordinator (fixed term)

Title of post:	Marketing and Communications Coordinator (fixed term)
FT or % P/T:	Full time (36 hours) fixed term to March 2023
Principal location of work:	Low Carbon Hub offices, Oxford
Salary	£27,000 plus 4% employers pension contribution
Holiday entitlement	25 days plus bank holidays
Immediate line manager:	Marketing and Communications Manager
Staff managed:	None
Closing date for applications:	Midnight, Monday 13 September
Provisional interview date	21 and 23 September

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

We develop, deliver, and manage community-owned renewable energy projects. Our growing portfolio includes more than 40 roof top solar arrays on schools and businesses across Oxfordshire, the largest community owned hydro on the Thames, and the UK's largest community owned ground mount solar park currently under development.

We work with partners, large and small, including community groups, local authorities, commercial businesses, and academics to demonstrate in practice how we can transform to a zero-carbon energy system. Our innovation work includes two pilot programmes supporting energy efficiency and Project LEO, one of the UK's most ambitious, wide-ranging, and innovative energy trials.

You can read more about us on our website: www.lowcarbonhub.org and about Project LEO here: www.project-leo.co.uk

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 key programmes such as energy reduction projects Cosy Homes Oxfordshire and Energy Solutions Oxfordshire.

Working closely with colleagues from within the Low Carbon Hub and our partner organisations you will also support on delivering the marketing plans for new products and services coming out of Project LEO and our Smart and Fair Neighbourhood Trials.

You will contribute to the planning and implementation of marketing campaigns to build brand awareness, attract new customers, and support the development of the customer journey.

Your work will involve turning sometimes technical information into engaging communications for a wide range of audiences to encourage sign ups to our programmes.

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

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.

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 enjoy working on multiple projects and have a desire to work in a values-driven organisation, then we'd love to hear from you.

Main duties

Marketing

- Support the development and delivery of marketing plans for new and existing programmes as well as new products and services.
- Identify, investigate, and recommend opportunities for reaching new audiences, such as potential clients for Cosy Homes Oxfordshire and Energy Solutions Oxfordshire.
- Co-ordinate the design and development of digital and offline marketing collateral to meet organisational objectives, and in consultation with project partners.
- Market and communicate events, such as seminars, AGM, conferences, and produce event materials including presentations.
- Test and review material regularly, based on feedback if possible.

Communications

- Develop, manage, and update content for various programme websites.

- Develop and coordinate content for various programme social media accounts.
- Produce, edit, and distribute updates and materials for external and internal audiences, including regular e-newsletters, social impact reporting and case studies.

Press

- Field inquiries from stakeholders including journalists, politicians, and service users.
- Create press releases and statements as needed.
- Maintain reporting system for media appearances.

Team support

- Support the Marketing and Communications Manager to support the delivery of the Low Carbon Hub's marketing and communications strategy.
- Work closely with Community Engagement Manager to develop communications support for low carbon community groups.

Brand

- Ensure consistent branding is used throughout the organisation and help maintain and build reputation.
- Contribute to developing standalone brand identities, tone of voice, and ensure their consistent use for products and services we may develop as part of our programmes.
- Act as a brand champion.

Selection Criteria

Experience, knowledge, and skills

- Minimum of two years' experience in a dedicated marketing or communications role.
- Demonstrable experience of delivering marketing campaigns through a wide range of channels, to schedule and budget.
- Experience of managing multiple projects and delivering to a high standard.
- Experience of briefing and managing external suppliers.
- Experience of marketing and coordinating events.
- 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 Wordpress and Indesign an advantage.
- 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.
- Team player with ability to build relationships with our partners.
- 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.
- 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 (download from our website) 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, Monday 13 September 2021**
- Interviews are scheduled for **21 and 23 September 2021**. Covid restrictions permitting, we anticipate these will take place in person at our offices in Headington, Oxford. Otherwise, they'll take place via Zoom.
- Applications should be sent to info@lowcarbonhub.org with 'Marketing and Communications Co-ordinator' in the subject.