

# Marketing and Communications Coordinator



<b>Title of post:</b>	<b>Marketing and Communications Coordinator</b>
<b>FT or % P/T:</b>	Full time (36 hours), permanent
<b>Principal location of work:</b>	Oxford (currently remote working, but will eventually be based at our central Oxford offices, Covid permitting)
<b>Salary</b>	£27,000 plus 4% employers pension contribution
<b>Holiday entitlement</b>	25 days plus bank holidays
<b>Immediate line manager:</b>	Marketing and Communications Manager
<b>Staff managed:</b>	None
<b>Closing date for applications:</b>	<b>midnight, Thursday 24 February 2022</b>
<b>Provisional interview dates:</b>	<b>Monday 7 and Tuesday 8 March 2022</b>

## 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](http://www.lowcarbonhub.org).

## Overall purpose of post

The Marketing and Communications Coordinator will have a key role to play in delivering the marketing and communications strategy of the Low Carbon Hub. It is a busy role that works across multiple projects with multiple partners, and you will actively input into plans for project delivery.

The post holder will write, edit, coordinate, and publish content across various channels including websites, social media, press releases, 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. You will get to be involved in all aspects of communications and work on a variety of interesting projects as part of a leading community energy organisation.

Your day might involve switching gears between tasks and projects and you shouldn't be phased by juggling priorities. If you enjoy working on multiple projects at once and have a desire to work in a values-driven organisation tackling climate change, then we'd love to hear from you.

## **Main duties will include:**

### **Marketing**

- Support the development and delivery of marketing plans for new and existing products and services including community energy share offers and other 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, AGM, conferences, and events and produce event materials such as presentations

### **Communications**

- Lead on developing and uploading engaging content for the Low Carbon Hub and OxFutures websites
- Manage all social media channels, including creating engaging content, using the appropriate tone and voice, and lead on responding and starting conversations with relevant accounts to build brand awareness
- Produce, edit and distribute updates and materials for external and internal audiences, including newsletters, social impact reporting and case studies
- Stay up to date on relevant current affairs, news, and trends, building these into the Low Carbon Hub's communications.
- Work closely with Community Engagement Manager to develop communications support for low carbon community groups.

### **Press**

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

### **Brand**

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

## **Selection Criteria**

### **Experience, knowledge, and skills. You will have:**

- Minimum of two years' experience in a dedicated marketing or communications role
- Demonstrable experience of delivering campaigns through a wide range of channels, to schedule and budget.
- Experience of managing multiple projects and delivering to a high standard.
- Experience of marketing and coordinating events.
- Excellent understanding of digital platforms and know-how to deliver campaigns.

- 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.

### **Desirable:**

- Experience of briefing and managing external suppliers such as designers.
- 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 Adobe Indesign.
- A keen interest in the work of the Low Carbon Hub and a commitment to its aims and mission

If you are interested but unsure if you have what we are looking for please contact us.

### **How to apply**

- Please use the application form (download from our website) to apply. Your application should demonstrate how your skills and experience relate to the selection criteria above.
- Any accompanying CVs and supporting letters **will not be** considered as part of the application process.
- The deadline for completed application forms is **midnight, Thursday 24 February 2022**
- Interviews are scheduled for Monday 7 and Tuesday 8 March 2022. Covid restrictions permitting, we hope these will take place in person at our offices in central Oxford. Otherwise, they'll take place via Zoom.
- Applications should be sent to [info@lowcarbonhub.org](mailto:info@lowcarbonhub.org) with 'Marketing and Communications Coordinator' in the subject.