



**CREATING ENERGY WE CAN ALL FEEL GOOD ABOUT**

lowcarbonhub.org

## Marketing and Communications Manager (12-month Maternity Cover)

Title of post:	Marketing and Communications Manager (Maternity Cover)
FT or PT:	Full time (36 hours) fixed term for 12 months
Principal location of work:	Our offices in Osney Mead, Oxford
Salary:	£35,000 plus 4% employers pension contribution
Holiday entitlement:	25 days plus bank holidays
Immediate line manager:	Social Impact Director
Staff managed:	2 x Marketing and Communications Coordinators
Closing date for applications:	<b>Midnight, Monday 19 September</b>
Provisional interview date:	<b>28 and 29 September</b>
Preferred start date:	<b>Late November / Early December</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 rooftop 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..

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

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 Social Impact Director, Business Development Team as well as external project partners, you will develop the marketing and communications strategies for new products and services as well as delivering existing strategies to current stakeholders.



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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 two Marketing and Communications Coordinators who between them focus on implementing the marketing and communications plans for key energy efficiency projects, as well as delivering the core communications activities of Low Carbon Hub. 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 strategies for new products and services, in conjunction with Executive Director teams.
- Build relationships, setting 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 as the need arises, 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 and Communications Coordinators, manage and develop content for the Low Carbon Hub website as well as other project websites.
- Overall responsibility for social media accounts for Low Carbon Hub and partnership projects.



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- Produce, edit and distribute updates and materials (print and digital) for external and internal audiences, including regular e-newsletters, blogs, 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 webinars, conferences, and AGMs.

## **Team support**

- Manage two Marketing and Communications Coordinators to support the delivery of the marketing and communications strategy for various projects.
- Work closely with the Community Engagement Manager to develop communications support for low carbon community group members.
- 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 for Low Carbon Hub and partnership brands.

## **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 Wordpress, Indesign and Canva an advantage.



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- 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 available to 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 19 September**.

Interviews are scheduled for **28 and 29 September** in our offices in central Oxford.

Applications should be sent to [info@lowcarbonhub.org](mailto:info@lowcarbonhub.org) with 'Marketing and Communications Manager' in the subject.