

# Senior Marketing and Communications Coordinator



<b>Title of post:</b>	<b>Senior Marketing and Communications Coordinator</b>
<b>FT or % P/T:</b>	Full time (36 hours) permanent contract
<b>Principle location of work:</b>	Low Carbon Hub office, Oxford city centre
<b>Salary:</b>	£33,000 plus 4% employers pension contribution
<b>Holiday entitlement:</b>	25 days plus bank holidays
<b>Benefits:</b>	Generous cycle to work scheme, buy-sell annual leave policy, and flexible hybrid working.
<b>Immediate line manager:</b>	Marketing Manager
<b>Staff managed:</b>	None
<b>Closing date for applications:</b>	11:59pm, Monday 15 May 2023
<b>Provisional interview date:</b>	Tuesday 23 May and Wednesday 24 May
<b>Preferred start date:</b>	As soon as possible

## About Low Carbon Hub

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 Senior Marketing and Communications Coordinator will have a key role to play in delivering the marketing and communications strategy of 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 being busy 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**

- Lead the development and delivery of marketing plans for new and existing products.
- Identify, investigate and recommend opportunities for reaching new audiences, such as potential investors.
- Contribute towards the development of new products and services as part of collaborative activities with external partners.
- 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**

- Stay up to date on relevant current affairs, news, and trends, building these into Low Carbon Hub's communications.
- Lead on developing and uploading engaging content for programmes' 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.
- 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.
- Seek out media placement opportunities.

**Brand**

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

### Essential Selection Criteria:

- Minimum of two years' experience in a dedicated marketing or communications role.
- Demonstrable experience of delivering campaigns through a wide range of channels, from scheduling and budgeting.
- 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.
- Experience in Wordpress, Canva, Mailchimp, Hootsuite and Adobe Indesign or similar.

### Desirable Selection Criteria:

- A degree or certificate in marketing and/or communications.
- 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.
- A keen interest in the work of Low Carbon Hub and a commitment to its aims and mission .
- Experience using Box, Trello, G-Suite and Google Analytics.

Low Carbon Hub is an inclusive workplace, and we encourage people from all sections of our community to apply for roles with us. We actively welcome disabled people, minorities, women, LGBTQIA+, other underrepresented applicants, as well as those with different backgrounds and life experiences. If you are interested but unsure if you have what we are looking for please contact us via email [info@lowcarbonhub.org](mailto:info@lowcarbonhub.org) or call us on 01865 246099.

If you require reasonable requirements or assistance during the application, and if applicable interview process, please do not hesitate to let us know.

### 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 **11:59pm, Monday 15 May 2023.**
- Interviews are scheduled for Tuesday 23 May and Wednesday 24 May.
- Applications should be sent to [info@lowcarbonhub.org](mailto:info@lowcarbonhub.org) with 'Senior Marketing and Communications Coordinator' in the subject.