

Marketing and Communications Coordinator



FT or % P/T:	Full time (36 hours) permanent contract
Principle location of work:	Low Carbon Hub office, Oxford city centre
Holiday entitlement:	25 days plus bank holidays
Benefits:	Generous cycle to work scheme, EV scheme, buy-sell annual leave policy, and flexible hybrid working.
Immediate line manager:	Marketing and Communications Manager
Staff managed:	None
Closing date:	Midnight, Wednesday 30 October 2024
Provisional interview date:	Wednesday 6 and Thursday 7 November 2024
Preferred start date:	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 55 renewable energy projects including 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, Ray Valley Solar.

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 programmes supporting energy efficiency for homes and businesses 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.

Overall purpose of post

The 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 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 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.

Key Responsibilities

Marketing

- Support the development and delivery of marketing plans for new and existing products and services, including community energy share offers.
- 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.
- Provide marketing support for events such as AGM, conferences, webinars.
- Represent Low Carbon Hub at events, such as community events, attend meetings, run stalls and give presentations.

Communications

- Lead on developing and uploading engaging content for the Low Carbon Hub website as well as programme websites, such as Action on Carbon and Energy in Schools and Energy Solutions Oxfordshire.
- Manage social media channels, including the creation of engaging content, using the appropriate tone and voice, and lead on responding to and starting conversations to build brand awareness.
- Produce, edit and distribute updates and key material for internal and external audiences such as newsletters, reports, and case studies.
- Provide communications support for Low Carbon Hub programmes such as the Energy Advice Programme and Helpdesk service.
- Work closely with the Community Engagement Manager to develop communications support for low carbon community groups.
- Stay up to date on relevant current affairs and communications trends, building these into our regular communication mix.
- Capture learning and contribute to monitoring and evaluation activities.
- Liaise with, and report to, project partners and funders on a timely basis.

Press

- Field inquiries from press, 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 organisation and help maintain brand reputation.
- Act as brand champion.

Selection Criteria: Experience, knowledge and skills

Essential:

- Minimum of two years' experience in a dedicated marketing or communications role.
- Demonstrable ability to manage multiple projects and deliver to a high standard.
- Ability to market and coordinate events.
- Excellent understanding of digital platforms and know-how to deliver campaigns.
- An excellent grasp of English and the ability to write concise, focused copy tailored for different audiences, with excellent proofreading skills and attention to detail.
- Ability to communicate and translate complex messages into memorable and engaging ones.

- Strong interpersonal skills including the ability to liaise with external contacts and a range of stakeholders.
- A team player with the ability to build relationships with our partners.
- Ability to work with minimal supervision, assess and prioritise workload and deliver to a deadline.
- Ability to work flexibly in a small team.
- A commitment to the Low Carbon Hub's work and mission.

Desirable:

- Able to use Wordpress, Canva, Mailchimp, Hootsuite and Adobe InDesign, or similar programmes.
- Experience in briefing and managing external suppliers such as designers.
- Ability to set up metrics to increase understanding of the impact of marketing activity and to report and use evaluation for improvement.
- Experience of working with Office 365, Trello, Google Analytics, and social 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 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 (available 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 applications is **midnight, Wednesday 30 October 2024**.
- Interviews are scheduled for Wednesday 6 and Thursday 7 November 2024. These will take place in person at our offices in Oxford.
- Applications should be sent to info@lowcarbonhub.org with 'Marketing and Communications Coordinator' in the subject.