



Green Energy Supply Certification Scheme Communications Intern – ROLE DESCRIPTION

GESCS OVERVIEW

The Green Energy Supply Certification Scheme (GESCS) was launched in 2010 to implement the Guidelines for green tariffs established by Ofgem. An independent Panel of experts certifies GESCS Members, and National Energy Foundation (NEF) serves as the Secretariat.

GESCS will be launching a new round of marketing and promotion for the Scheme including an overhaul of the www.greenenergyscheme.org website, new PR and engagement via various social media channels in an effort to:

- Generate buzz/raise awareness about GESCS and green tariffs in general
- Increase understanding of green tariffs and associated benefits
- Drive demand for green energy in the UK

ROLE OVERVIEW

The GESCS Communications Internship provides an opportunity for exposure to and hands-on experience in the green energy sector, working with stakeholders in an area of increasing importance on the sustainability agenda. The role itself will give the successful candidate an opportunity to further develop literacy in sustainability issues and build experience in developing/executing a social media strategy to achieve positive environmental impact.

The GESCS Communications Intern will assist the Communications Consultant in achieving GESCS objectives through support of Marketing and Research functions, in addition to other programme-related tasks as needed.

Reporting to:	Wren Aigaki-Lander, GESCS Communications Consultant
Timeline:	3 months, with potential to extend internship period (to be evaluated after 6 weeks)
Hours:	Part-time, 3 days/week (Mon/Tuesday/Friday – or flexible) 9.00-17.00h
Location:	National Energy Foundation Office Davy Avenue, Knowlhill, MK5 8NG Milton Keynes
Compensation:	£20 per day for expenses

RESPONSIBILITIES

- **Social media strategy:** Outline specific approach for leveraging various online marketing channels and resources including Twitter, Facebook Pages, LinkedIn Groups, SEO and others. Identify specific channels and develop recommendations based on reach among green influencers and other key audiences.



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- **Social media implementation:** Develop and manage content across identified social media channels.
- **Public relations support:** Assist with the development of press materials and outreach.
- **Website content support:** Support website relaunch with development of web content development and other areas as needed.
- **Market research:** Assist in research for development of the GESCS marketing and communications strategy and implementation.
- **Other marketing/comms:** As needed.

SKILLS DESIRED

The successful candidate will demonstrate competence in the following areas:

- Comprehensive understanding of and experience in using social media, especially Facebook and Twitter.
- Understanding of green energy and passion for sustainability.
- Excellent writing skills, including the ability to write for social media channels.

TO APPLY

To apply, please send an email with subject line “GESCS Internship” and including CV and cover letter to Wren Aigaki-Lander, GESCS Communications Consultant, at wrenal@hotmail.com.