

E=0: ROLE PROFILE – CREATIVE CONTENT AND MEDIA

Desirable, warm, affordable homes for life

Title:	Energiesprong creative content developer and media executive
Reports to:	Head of Energiesprong UK market development team (UK-MDT)
Location:	Flexible (option for home-based working) Role requires some remote-working at partner premises across the UK Role may require occasional international travel (mainly NL, FR, BE)
Remuneration:	Competitive; 0.4 FTE (2 days per week); Up to 26 months' contract

1. Purpose

The main purpose of this role is to co-create tools, workshops, events and media to educate and inspire housing organisations and industry actors (and possibly government branches) to invest in and implement performance-assured deep retrofits. This includes creating and managing media content for Energiesprong UK, in particular through the associated Interreg NWE [E=0 project](#). This will include:

- Co-creating a brand and online media content for Energiesprong UK
- Creating stages for E=0 project partners and the wider Energiesprong UK partnership to shine and inspire others to join the movement and thus scale the market
- Manage media relations and publishing content
- Event and workshop organisation

This is not a typical head of media/communications role as one finds in larger organisations, but rather a creative content manager who is able to find ways -despite limited resources- for Energiesprong to be effective in getting other stakeholders to partake in the programme. We are looking for a creative person with outstanding interpersonal skills and a strong drive and ability to deliver impact for the Energiesprong movement.

Working within a small team (currently 5, but expanding) the person needs to come up with ideas, initiate and plan activities as well as execute them. The creative content developer and media executive will be part of the Energiesprong UK-market development team to drive a volume market for performance-assured deep retrofits in the UK.

Strong relationships will need to be established with communications/media teams in the Energiesprong UK partnership, ranging from housing and industry providers to expert and lobby organisations.

2. Context

Energiesprong radically changes the way that we think of asset management and improving homes. Instead of specifying building elements, it sets a performance target, which solution providers guarantee. With on-site energy generation and significant energy saving, it also limits the tenants' exposure to energy costs. The Energiesprong approach is based on a viable business case to achieve a scalable market, using the social housing sector as a catalyst.

Energiesprong uses EU funding and membership fees to succeed in its mission. This role is being funded through the European Union Interreg NWE project *E=0*, one of two EU projects to scale up the success of Energiesprong internationally. The role is therefore being commissioned by the National Energy Foundation, which is the registered main UK partner in *E=0*. NEF is hosting the independent UK-MDT on behalf of Energiesprong UK partners.

3. Role capabilities

Energiesprong UK are taking a market transformation approach to make performance-assured retrofits commercially financeable and scalable. To achieve this a number of market conditions will need to be changed so that housing providers can invest and industry is incentivised to innovate. This is the main role and purpose of the Energiesprong Market Development Teams. Energiesprong is focusing on "to create what is needed" instead of focusing on "to do what is possible".

This will require from the UK-MDT that team members collectively and individually take a leadership role. This is only possible if the team has vision and can act boldly using also unconventional approaches to break through the status quo. Expert knowledge is relevant, but a clear sense of direction is more important. The role therefore requires a 'can-do' attitude, lateral thinking; creativity in finding new approaches for what may seem impossible challenges; the ability to inspire others and a personal drive for the objectives of Energiesprong. Strong analytical skills to identify and resolve issues are as important as strong interpersonal skills to develop robust relationships within the UK-MDT and with partnering organisations.

4. Key Outputs

- Create and develop tools to inspire and inform partnering organisations on how to move to an "Energiesprong approach" in their organisations
- Be the first point of contact for media enquiries in relation to Energiesprong UK
- (Social) media and publishing content management (core messaging)
- Brand design and creative design management
- Regular information of *E=0* and Energiesprong UK partners (e.g. ezine, blogs, tweets)
- Regular media coverage through blogs and/or opinion pieces
- Workshop and event organisation

5. How to apply

Please submit your application with a cover letter and CV to recruitment@energiesprong.uk