

Marketing and Communications Officer

About Us

The National Energy Foundation is an independent charity based in Milton Keynes, which has been at the forefront of improving the use of energy in buildings since 1988. We aim to give people, organisations and government the knowledge, support and inspiration they need to understand, manage and reduce the use of energy in buildings.

Job Description

The household and Communities team manages a number of on-going projects which build on our capacity to provide strategies, solutions, education and support that help to reduce the use of energy in domestic buildings.

We work to deliver projects in all aspects of Energy Efficiency, Behaviour Change and Renewable Energy. We also undertake projects focussed on alleviating fuel poverty. Much of the work we do is specifically commissioned by the communities or collaborative partnerships themselves. Other projects are funded by Local Authorities, Housing Associations or other organisations.

Our Energiesprong projects are funded by the European Union and are designed to encourage the uptake of Near Zero energy buildings.

More information on the two projects can be found at the following links

<http://transition-zero.eu/>

<http://www.nweurope.eu/projects/project-search/e-0-desirable-warm-affordable-homes-for-life/>

In addition NEF provides secretariat services to Energiesprong UK (<http://www.energiesprong.uk/>)

We are looking to recruit an experienced marketing and communications officer who will bring their own ideas and enthusiasm to succeed.

Responsibilities

The focus of this role will be on the dissemination of activities and results of our two Energiesprong projects in order to raise the profile of them both in the media and to give due acknowledgement to the EU funding that has been received.

The tasks that will need to be delivered in the fulfilment of this role include the following:

- Developing the Communications plan for the two Energiesprong projects in conjunction with our international partners on both projects
- Assess diverse inputs and write content for messaging
- With support from the project managers and other staff working on the projects to write articles and other content for the project websites and other media
- Manage all social media, including developing campaigns to promote results
- Drive visitor traffic to Energiesprong websites
- Take responsibility for updating the Transition Zero and Energiesprong UK websites

- Track PR outputs and development of new channels
- Manage customer database and drive accurate data collection
- Develop communication strategies (including press and radio campaigns)
- Monitor and measure the effectiveness of all outputs and recommend new ideas
- Liaise with partners, both local, national and international
- Attend meetings, exhibitions and other events as required and act as an ambassador for the charity's activities
- Ensuring that all communication activities for the Energiesprong projects comply with the branding requirements of our EU funders
- Support, assist and deputise for other members of the Foundation as workload and/or circumstances may require

Essential

- 2+ years' experience in a similar role
- Excellent communicator
- Familiarity with developing communications plans
- Experience of Twitter, Facebook etc.
- Competent content writer – including detailed technical information
- Experience of updating websites & maintaining databases

Desirable

- A genuine interest in Energy in Buildings
- Experience of working in diverse teams of senior level professionals
- Ability to travel within the UK, especially to London events
- Ability to travel to European sites on a six monthly basis

Employment basis

- A fixed term contract of up to 12 months, dependent on start date
- A part time position based in NEF's Milton Keynes office
- Contracted hours are likely to be between 15-20 per week, agreed by negotiation
- Salary is likely to be in the range of £22,000 to £26,000 pro rata based on skills and experience
- There is potential for extending hours during the contract or a permanent contract at the end of the initial period, subject to extended funding

Reporting to

Head of Households and Communities

Please note that applications will be assessed as they are received and we reserve the right to appoint as soon as a suitable candidate is found.