

YouGen Content Writer - Volunteer

The National Energy Foundation is an independent registered charity established in 1988 that empowers communities, organisations and individuals to take action to reduce their carbon emissions, counter climate change and live more sustainably. With a mission to improve the use of energy in buildings, NEF is heavily involved in the retrofit arena. Projects and programmes are many and varied and cover all aspects of building use.

Based in Milton Keynes this is a full time volunteer position and is expected to last for three months.

The project

YouGen www.yougen.co.uk is one of our leading websites for people who are interested in reducing their energy use or generating energy from renewable sources. It is fiercely independent, and provides practical information to help people make good choices, understand the government incentives and find a good installer.

The site provides information on technologies, funding and incentives and runs a very active blog section which helps individuals to make the right decisions about their energy use and how to manage, monitor, generate and reduce it. See www.yougen.co.uk/blog/ for more information.

YouGen is a leader in this field, and its achievements have been recognised as winners of the International Green Award 2012 and in being shortlisted for prizes such as the SW Sustainable Energy Champion, Observer Ethical Awards 2011 and the PEA Awards 2012.

The role

NEF is looking for a content writer/journalist (with an interest in energy) to research and write content for the YouGen website.

- Researching and writing articles on a wide variety of topics relating to energy efficiency and renewable energy for the information section and for the blog
- Keeping up to date with news and policy associated with energy in order to put forward ideas for potential blogs
- Writing articles from press releases and other materials
- Interviewing relevant contacts
- Administering our Expert blogger system, chasing up blog posts, adding blogs to the website, and sub-editing them to meet YouGen house style.
- Helping to get our information to a wider audience and engaging people using social media channels
- Optimising content for search engines
- Distributing content, and promoting YouGen through various social media channels
- Contributing to, and layout for, the monthly newsletters for consumers and installers
- PR tasks such as writing press releases, talking to the media and volunteering experts for interviews.
- Managing our recruitment campaign

Essential Skills

- High standard of written English
- Good proof-reading and sub-editing skills
- An interest in energy and renewable technologies
- Creativity, a questioning attitude, and an eye for detail
- Ability to digest complex information and make it accessible in plain English
- Personal commitment to high standards of environmental good practice
- Flexible approach
- IT literacy: competent with Word and Excel
- Willingness to learn about renewable energy and energy efficiency in detail
- Creativity, a questioning attitude, and an eye for detail

Desirable Skills

- Degree (or studying towards) in journalism, English or buildings/energy related subject
- A basic understanding of energy and renewable technologies
- Knowledge of marketing, social media channels and search engine optimisation (SEO)

Volunteer person profile

This role is likely to last approximately three months although a slightly shorter placement could be negotiated for the right candidate.

You will be based in our offices in Milton Keynes, but some remote working could be considered, by arrangement.

Applications

Applications will be considered on a rolling basis with appointment of a volunteer as soon as a suitable candidate is found. Applicants will be invited to an interview, after which they will be informed promptly of our decision.

To apply for this position please email volunteers@nef.org.uk with your CV, current employment status and a covering letter to explain what you could bring to the role. If this role doesn't quite suit you, but you think you could offer something to the project, feel free to get in touch to discuss potential opportunities.