Communications Manager

Energise South Downs is an award-winning Community Energy Community Benefit Society that is building a collaboration between communities across several local authorities both in and around the South Downs National Park. It aims to enable the renewable energy transition through community engagement, consultancy work and renewable energy generation projects.

We are seeking a Communications Manager for two days a week. Depending on the skills of the applicant the same applicant could also cover our two day a week Project Manager role.

About the role

This is an exciting opportunity for a person with experience in communications and marketing campaigns to join our small but expanding team. We are looking to extend reach, build our network and develop a stronger online presence across our different project areas. The initial marketing campaign for this role will focus on promoting our upcoming share offer to raise the capital for our first three solar PV projects which we aim to launch in Spring 2025.

The role will include the development and execution of a Communications and Marketing Strategy for the organisation. Alongside the strategic planning of our comms work, the role will also include creating materials and content for campaigns to engage members of the public, potential partners, funders and investors.

As Energise South Downs Communications Manager you will play a leading role in delivering our contribution to the three-year National Lottery funded project 'Community Energy People'.

Role responsibilities will include

- Ensuring a steady flow of social media content that supports our projects and campaigns, on various platforms; mainly Instagram, Facebook, and LinkedIn.
- Creating and sharing engaging content, including text images and videos that promote ESD and its key values. This may include attending in-person events on occasion to capture content.
- Ensuring that the social media strategy aligns with ESD goals and values
- Being aware of current social media trends and evaluate how ESD can best participate

- Monitor client engagement and interact with clients and local groups on social media posts and platforms
- Creating on and offline materials, including blogs, leaflets, explainers, case studies, and FAQs to support our community engagement and fundraising work
- Working with ESD Community Lead and Volunteers to create materials that support the development of local Community Energy initiatives
- Undertaking website updates
- Produce a quarterly newsletter using Mailchimp, including news and image gathering from the wider team
- Set up and run events and online meetings in various formats
- Provide regular written and verbal updates to the CEO

Stakeholder Engagement and Partnership Building

- Build and maintain strong relationships with key stakeholders, including community members, local authorities, funders, and industry partners.
- Collaborate with stakeholders to identify opportunities for partnerships on renewable energy projects and initiatives.
- Advocate for the organisation's mission and objectives to promote renewable energy adoption within the community.
- Establish additional relationships with a broad diversity of partners across sectors to define creative strategies and innovative partnerships with which to develop community energy projects

Skills & Experience

Essential

- You will have worked in an environment where you have developed a good command of communications/campaign management.
- Proven experience of delivering successful social media campaigns.
- Strong creative mindset.
- Proficiency with Microsoft Office, Canva, and knowledge of multiple online marketing channels and scheduling platforms like Meta Business Suite.
- Exceptional organisation and communication skills, with the ability to inspire and motivate others, combining professionalism and warmth.
- Excellent problem-solving and decision-making abilities.

- Some knowledge of the renewable energy sector, sustainable development, and community engagement.
- Familiarity with relevant policies, regulations, and funding mechanisms in the renewable energy sector.
- Experience of persuading, influencing and negotiating successfully with a range of stakeholders and an understanding of how to engage with a range of diverse audiences.
- Be able to initiate conversations with various stakeholders, work as part of a team, and develop collaborations and partnerships.
- A commitment to diversity and anti-discriminatory practice.

Desirable

- Experience with Canva.
- Experience with CRM tools for email, newsletter and forms creation.
- Understanding of social media analytics, SEO and Google analytics for impact measurement.
- Photography skills.
- Videography/Video editing skills for social media.

Terms and Conditions

Salary: £13,260 per annum (£33,150 full time equivalent) plus 3% pension contribution.

Hours: 2 days per week (15 hours). The working hours can be flexible.

You will need to travel to meet stakeholders, attend relevant meetings and visit potential sites. You may be called upon to work outside office hours.

Location: Energise South Downs Office, Petersfield, Hampshire

The expectation would be to work in the office full time but occasional working from home may be agreed from time to time with the CEO.

Contractual arrangements: 12 months fixed term, subject to 3 months' probation. There is a notice period of four weeks from both sides

Holidays: 30 days per annum including Bank Holidays

Reporting to: Catriona Cockburn, CEO

Start date: As soon as possible

How to apply

Please send your CV and a cover letter to catriona@esd.energy. We will reply to all applicants.

Closing date:

13.1.25

Energise South Downs actively encourage people of all backgrounds, ages, races, religions, belief systems, sexual orientations and gender identities to apply for this role. We particularly welcome applications from under-represented groups. We are working towards being a Disability Confident employer and are open to discussing how best to make that work with our successful candidate. We are committed to offering an interview to all disabled applicants who meet the minimum criteria for the role. Please let us know if you have a disability (as defined under the Equality Act, 2010) that you would like to declare. Please also let us know if there are any reasonable adjustments that we can make to ensure that the application process is as accessible to you as possible.