



Marketing and Communications Officer

JOB DESCRIPTION

THE EMPLOYER Cumbria Action for Sustainability (CAfS)

LOCATION: Eden Rural Foyer, Old London Road, Penrith CA11 8ET

REPORTS TO: Marketing & Communications Manager

HOURS: 0.8 FTE or 4 days a week = 30hrs per week with potential to extend to 5 days (subject to additional funding)

START DATE: By agreement.

DURATION: Fixed-term contract for 1 year following appointment (with potential to extend subject to additional funding).

SALARY RANGE: £21,000-£24,000

CAfS ROLE AND PURPOSE

Our vision is a zero carbon Cumbria and we strive to bring about a better way of life, in balance with our environment. Our mission is to empower and enable people, communities and businesses to live and work more sustainably by sharing our knowledge, practice, skills, networks and practical experience.

MAIN PURPOSE OF ROLE

There will be two aspects to this role:

- 1) The postholder will be the dedicated marketing and communications officer for an exciting new partnership project that will see two hundred new electric vehicle (EV) charging points deployed across Cumbria and the wider north of England.
- 2) The marketing officer will work with the marketing manager and project leads to develop and implement effective communications that are crucial to the success of CAfS many projects and activities.

BACKGROUND TO THE 'SOSCI' ELECTRIC VEHICLE PROJECT

CAfS has secured funding through the Government's Innovate UK programme to accelerate the take up of electric vehicles. Currently the lack of charging infrastructure in rural areas and the prohibition of trailing charging cables across pavements and streets in urban areas is seen as a disincentive for homeowners to invest in electric vehicles. This 18 month project aims to deploy 200+ electric vehicle charge points across the north of England (and possibly further afield). In so doing, it will test the viability and impact of hosting these charge points in a number of different settings – for example outside community buildings, public car

parks, schools, housing associations and even businesses. The 'SOSCI' programme (Scaling On Street Charging Infrastructure) is being led by the social enterprise 'Cybermoor Ltd' and is a partnership of 13 organisations (ranging from the Swedish state-owned energy company 'Vatttenfall' to the community owned 'Charge My Street'). CAfS' part in the programme focusses on engagement and communication, including attracting and liaising with charge point hosts, raising the profile of the SOSCI programme at events and with stakeholders, co-ordinating press and publicity and gathering data in support of partners. Within CAfS, the programme will be staffed by a Project Manager, a Project Officer and a Marketing and Communication Officer together with administration support and input from CAfS' existing Marketing Manager.

MAIN TASKS OF THE MARKETING AND COMMUNICATION OFFICER

- You will be responsible for developing the marketing and communication strategy, action plans and materials for the SOSCI EV programme, including collaborating with Partner organisations to ensure compatibility and consistency of marketing materials
- Collaborate with the marketing manager of CAfS, the EV programme manager and EV project officer to develop these strategies, action plans and materials
- Write, produce and distribute press releases, case studies, fact sheets, leaflets, posters and other promotional literature and publicity materials
- Collate, write and edit copy and images for the EV project and CAfS email updates, including our monthly newsletter and targeted emails to specific audience groups
- Source, edit and write content for the CAfS and 'Charge My Street' EV websites, and carry out other ongoing updates
- Attend internal (and occasionally external) EV and other project meetings to provide advice, updates and guidance
- Update information about CAfS on external websites and event directories
- Support with updating the CAfS online supplier directory
- Contribute to CAfS' social media accounts and to the accounts of EV partners, including compiling and scheduling posts
- Support the marketing manager in booking, designing and tracking advertising
- Assist in the organisation, administration, promotion and delivery of events
- Collate data and feed in ideas to support the evaluation of marketing and communications work, and ongoing improvement
- Work with the whole staff team to carry out any other task or project required from time to time, as directed by the manager or trustees

MARKETING AND COMMUNICATIONS OFFICER

Person specification

Essential skills and attributes:

- Experience of producing a wide range of communications materials for diverse uses and audiences (for example, press releases, web content and leaflets), and working with external partners such as designers
- High standard of written communication, grammar, spelling and proofreading abilities, along with excellent verbal communication skills and attention to detail
- Basic knowledge of sustainability issues and an interest in the objectives that CAfS seeks to deliver
- Ability to optimise and edit images for a wide range of uses
- Experience of adding content to websites
- Good working knowledge of a range of social media channels
- Good working knowledge of Microsoft Office products, including Outlook, Word and Excel
- Proactive and creative, with the ability to manage own workload, take responsibility for tasks, prioritising and scheduling work to meet deadlines, with minimal supervision
- Ability to work cooperatively as part of a small team

The following are **desirable** but not essential:

- Experience of using WordPress
- Experience of using social media management platforms, such as HootSuite and Buffer
- Experience of online advertising (such as on Facebook, Twitter and Google)
- Knowledge of Cumbrian / North of England geography
- Basic knowledge of electric vehicles / charging EVs
- Ability to plan for, create and react to media opportunities and attract free coverage
- Experience of delivering project communications as part of a project team
- Experience of advising others on best approaches to communications
- Experience of event organisation, promotion and delivery
- Understanding of data protection legislation
- Experience of collaborating in the development of marketing and communications strategies and action plans
- Experience of evaluating the effectiveness of communications
- Basic knowledge of energy efficiency and renewable energy
- Experience of making videos for social media use