

DIGITAL COMMUNICATIONS OFFICER

JOB DESCRIPTION AND PERSON SPECIFICATION

About the Energy Innovation Centre

The Energy Innovation Centre (EIC) is a not-for-profit innovation scout owned by seven of the UK's gas and electricity distribution networks. We are established, expert and connected.

We connect industry with a global community of 2000+ SME innovators to explore the challenges that impact our collective future and find new ways of working that will better meet the needs of our communities.

Linking industry with innovators, we accelerate the discovery, development and deployment of innovation across the energy landscape, with the aim of securing a demonstrable return for the energy customer.

We scout for bright ideas, bring the right people together, explore the challenges that impact our tomorrow, deliver game-changing projects, shape shared goals and foster meaningful collaboration.

Our vision

The EIC has a vision for 2022. This vision is underpinned by a comprehensive strategic roadmap which details how we will achieve our goals over the next four to five years.

The vision serves to communicate the EIC's aspiration to grow and go global. The vision also demonstrates our commitment to becoming a digital business – transferring our business as usual processes and our communications online.

This trajectory will place the Digital Communications Officer front and centre of business progress and should throw up a range of possibilities for personal growth and development in this role.

You can find out more about the work of the EIC here: <http://energyinnovationcentre.com/>

About the Digital Communications Officer

Are you a skilled, energetic and creative communicator? Do you want the chance to lead digital communications and community engagement for us?

We are looking for an exceptional communicator with experience of managing online communities and networks and producing dynamic digital content.

The ideal candidate will be familiar with managing, coordinating and overseeing a suite of social and digital channels - ensuring effective moderation, good management of paid for and organic content and thorough insight and evaluation.

They will be passionate about the development and evolution of social and digital communications and excited about the production of industry-leading shareable content in different multimedia formats.

The ideal candidate should be comfortable with complex, fast-paced and evolving environments. We are looking for somebody with strong relationship-building, influencing, project management and problem-solving skills.

Working closely with the Communications Manager, the Digital Communications Officer will take day-to-day responsibility for all things digital at the EIC - including our brand new digital platform www.EICHub.com.

The role will involve:

- Supporting the EIC's 2022 vision by producing digital content and devising a digital content plan to help maximise our impact online
- The gathering, managing and sharing of great written, photographic and film content for online publication – including briefing, creating and editing
- Updating the EIC's websites and social media channels to agreed standards
- Producing marketing emails using Campaign Monitor and leading on e-communications analytics to improve performance
- Maintaining the EIC's social media and digital communities - scheduling content from across the organisation and monitoring and responding to social media activity
- Researching new social media and digital initiatives and making recommendations to the Communications Manager to ensure that the EIC is maximising its exposure online
- Leading on the development of an image asset library – managing existing assets and identifying gaps
- Supporting the proof reading of various online and offline communications
- Supporting the management of the EIC's house style, brand and visual identity
- Sharing expertise on effective online communities, championing the user experience and using knowledge of digital communications and trends to shape the EIC's online offer
- Ensuring digital communications activities and channels are fit for purpose for a diverse community of stakeholders – allowing them all to meaningfully connect, learn and collaborate
- Carrying out ad hoc copywriting and desk research tasks as and when required
- Using design software such as Adobe InDesign or Illustrator to produce communications materials such as flyers and slide decks
- Some event management tasks, including liaising with conference organisers and making hotel bookings

Person specification

Essential

- Experience of writing and editing online and offline content
- Experience of creating dynamic digital and multimedia content – especially video
- Understanding of digital best practice
- Excellent communication skills - both verbally and in writing
- Ability to time manage effectively
- Experience of using email campaign tools and content management systems
- Excellent interpersonal skills with the ability to develop strong relationships
- Ability to work under pressure and in an evolving environment
- Proactive and motivated with excellent initiative
- Experience of using design programmes such as InDesign, Illustrator or Photoshop

Desirable

- Knowledge of the energy sector
- A relevant qualification in digital marketing, marketing, communications or graphic design
- Knowledge of online communities and networks and how to manage them

Further details

We are offering an excellent pay and benefit structure for the successful applicant:

- Salary: up to £25,000 depending on skills and experience
- 25 days annual leave
- 10% employer contribution into a non-contributory personal pension plan
- Private medical insurance
- Professional subscription fees
- Childcare vouchers
- Flexible working hours

To be considered for this role, please send a CV and a one-page covering letter detailing why you are the right person for the job to Communications Manager, Amie Jones:

Amie Jones

Communications Manager

amie.jones@energyinnovationcentre.com

(0151) 348 8060

The closing date for applications is Friday 16 February 2018.