



Marketing & Communications Officer – Job Description

Hours: Offered full time (37.5 hours a week), with part-time or job share welcome.

Annual salary: £25,000 to £27,000 (depending on experience, with opportunity to progress).

Location: Office based at Redbrick House, 6 York Court, Wilder Street, Bristol BS2 8QH.

Home working is also accepted on a flexible basis.

Accountable to: the BEN Board.

Terms: 1 year with extension subject to funding.

About Bristol Energy Network

Bristol Energy Network (BEN) (www.bristolenergynetwork.org) is a community interest company with a vision of 'a city where clean, green, affordable energy is delivered to the community, by the community'. We are involved in many areas of community energy from renewable generation projects, local retrofit-skills development, community engagement for council projects, and fuel poverty support.

We are an umbrella organisation with a small staff team led by a board of directors. We represent the members of our network which comprise many different actors from individuals, to community organisations who do not have a focus on energy, through to innovative CICs whose expertise lie in innovative technology.

Our work is designed to help the citizens of Bristol move towards the shared city goal of Net Zero by 2030, without leaving any community behind. Whilst working towards Net Zero we aim to engage with seldom heard communities by demonstrating the co-benefits of carbon reducing projects.

Context of the role

To support this activity, BEN is recruiting a marketing and communications officer to lead the external marketing and communications activities of BEN. This role will enhance the storytelling of our projects, member activities, and campaigns, amplifying our reach and impact. Any necessary training for specific software will be provided.

The role holder will work alongside the current BEN team and report directly to the Board of BEN CIC (see website, above). This is an exciting time to join as the team is growing to deliver a strategy that aims to support communities all over Bristol in contributing to and benefiting from a net zero and just future.

Experience of working in the community energy or sustainability sector is not essential but successful candidates are expected to demonstrate a commitment to the aims and values of BEN, its equal opportunities policy and the network's open and collaborative approach.

Role summary

There are two key aspects to this job:

1. Leading on the oversight and delivery of BEN's external communication activities, including social media, website, and newsletters.
2. Managing the creation of content and collateral related to BEN's activities and live projects.

Specific responsibilities

- Develop and manage a communications strategy for BEN, incorporating social media channels, member communications, and website content.
- Support and enable the communication of BEN's activities and ideas, projects and events between BEN members and to potential members, external organisations and the wider public, specifically through:
 - collating information, stories and writing content for the BEN newsletter.
 - scheduling regular social media content and tracking reach.
 - day-to-day maintenance and updates of the BEN website and writing new content and blogs.
 - coordinating requests for interviews from radio, print and TV press.
 - planning the quarterly Open Meetings and BEN's annual conference.
- Design and deliver media and collateral for BEN events, activities and projects.
- Manage communications volunteers, students, and interns where relevant.
- Work with the BEN team to identify potential funding opportunities to support BEN and its member groups and expand community energy activities in future, helping with applications to secure funding where necessary.
- Support the Board of BEN CIC in its governance function, including supporting Board meetings.
- Keep up to date with relevant information and policies that affect the network.
- Attend relevant external events and BEN activities where possible.
- Uphold the values and highest ethical standards of the network, particularly the commitment to collaborative and inclusive working across the network.
- Other associated tasks as identified by the Board of BEN CIC.

Person specification

Requirement	Essential	Desirable
Experience	<p>Experience of updating website content.</p> <p>Experience of publishing content on standard social media platforms.</p> <p>Experience of communicating and working with external stakeholders.</p>	<p>Experience of working with community groups.</p> <p>Experience of collating content for newsletters and blogs.</p> <p>Understanding of community energy and locally relevant (Bristol) knowledge.</p> <p>Understanding of energy efficiency measures and fuel poverty.</p>
Skills and abilities	<p>Ability to write copy with brand consistency and tone of voice.</p> <p>Ability to work in a team and able to identify where their skills complement others.</p> <p>Ability to work flexibly and manage competing priorities.</p> <p>Highly organised at managing time and workload.</p>	<p>Ability to present complex information in an accessible and appropriate manner.</p> <p>Ability to track and monitor communications activity.</p> <p>A willingness to occasionally work outside of standard office hours, e.g. evenings or weekends.</p>
Technical	<p>Skilled in use of standard computing software, including Word and Excel.</p> <p>Experience of using a graphic design tool, e.g. Canva or Photoshop.</p>	<p>Knowledge and experience of using Zoom.</p> <p>Experience of using WordPress to manage websites.</p>

To apply

Applicants should send a CV and one page cover letter, explaining why you are a good fit for the role, to info@bristolenergynetwork.org by 12 midnight on the closing date of **2nd October 2023**. Please contact us if you would like to request any reasonable adjustments as part of the recruitment process. We hope to interview in October and have someone in place by the end of the year. Reasonable travel and accessibility expenses will be paid for attendance at the interview.