



Marketing Director - Voluntary

Job Purpose

We are seeking a skilled and enthusiastic individual to join our community energy group as a Marketing Director. As the Marketing Director, you will be responsible for developing and implementing a marketing and communications strategy to raise awareness of our organisation's renewable energy initiatives within the community. This voluntary position provides a unique opportunity to make a positive impact and contribute to the transition to sustainable energy through effective marketing and communication efforts. This role has the aim to establish a sub-group of volunteers to help manage the work, and you will be supported by the Board of Directors and CEO.

As this is a new position in our organisation, you might not find yourself doing all of these tasks and we would love for you to make it your own! The below are example responsibilities you might be undertaking.

Responsibilities

Marketing Strategy Development

- Lead on developing a clear and compelling marketing and communications strategy aligned with the organisation's goals and objectives.
- Identify target audiences, conduct market research, and analyse trends to inform marketing strategies.
- Collaborate with the Board to develop innovative marketing campaigns and initiatives to promote renewable energy and engage the community.

Brand Management and Messaging

- Develop and maintain a strong brand identity for the organisation, ensuring consistent messaging across all marketing channels and materials.
- Establish guidelines for the use of the organisation's pre-existing logo and other visual elements to ensure brand consistency.
- Develop and oversee the creation of marketing collateral, including brochures, website content, presentations, and promotional materials.

Digital Marketing and Social Media

- Oversee the organisation's digital marketing efforts, including website management, search engine optimisation (SEO), and email marketing campaigns.
- Develop and implement a social media strategy to engage the community, build brand awareness, and promote renewable energy initiatives.



- Manage and grow the organisation's social media channels, ensuring consistent and engaging content is posted regularly.
- Monitor and analyse social media metrics and trends to optimise engagement and reach.

Media Relations and Public Relations

- Develop relationships with local media outlets and journalists to generate positive coverage of the organisation's initiatives and achievements.
- Write and distribute press releases, media kits, and other media materials to secure media coverage and raise awareness of the organisation.
- Act as a spokesperson for the organisation, handling media inquiries and interviews as needed.
- Identify opportunities for speaking engagements, conferences, and events to promote the organisation and its renewable energy projects.

Qualifications

Even if you don't feel you meet 100% of the requirements, please don't be deterred from applying - we would still love to hear why you're the right person for the role!

Essential

- Passion for renewable energy and a commitment to promoting sustainable solutions within the community.
- Experience in marketing, communications, or a related field.
- Excellent written and verbal communication skills, with the ability to craft compelling messages and content.
- Strong organisational and project management skills, with the ability to meet deadlines and manage multiple priorities.

Desirable

- Strong knowledge of marketing strategies, digital marketing trends, and social media platforms.
- Familiarity with brand management principles and visual design concepts.
- Experience in media relations and press release writing.
- Proficiency in digital marketing tools and platforms, such as social media management tools and email marketing software.
- Experience in team management and coordination.



Join our community energy group as a voluntary Marketing Director and help us amplify our message, engage the community, and drive the transition to renewable energy. Together, we can create a sustainable and greener future for our community.

Terms and Conditions

Length of contract: 12 months (until next AGM)

Salary: Voluntary, expenses covered inline with our [expenses policy](#)

Hours/days: Approximately 10 hours per month

Place of work: Remote, with occasional face-to-face meetings in Croydon

Upon taking the position, you will be required to sign a Director's agreement including a commitment to attend monthly Board meetings and monthly wider volunteer meetings (giving reasonable notice if you can't), and the agreement to log time spent on CCE activities.