



## 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.

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.