



## Marketing & Communications Officer Job Specification

The purpose of this role is to promote Solar Energy UK and its various activities through the development, implementation, tracking and optimisation of a marketing and communications plan across multiple channels to deliver member communications, and wider organisational marketing activity, including events, website and email marketing, supporting and reporting to the Head of Communications and Marketing.

### **Salary and Benefits**

Full-time (37.5 hours per week). £28k per annum, 5% pension and 25 days holiday.

### **Location & Hours**

Permanent. Based in London with travel in the UK as required. The association's flexible working policy allows up to 60% of time to work remotely.

### **Start Date**

Early September

### **Recruitment Process**

Please apply with a CV and one-page covering letter to [vmagoja@solarenergyuk.org](mailto:vmagoja@solarenergyuk.org), stating how you fit the job specification below.

The closing date is Thursday, 25 August, midday, with interviews to be held starting on Friday, 26 August.

### **Overview**

Solar Energy UK is an established trade association working for and representing the entire solar and energy storage value chain. Our purpose is to catalyse the collective strengths of our members to build a clean energy system for everyone's benefit.

We represent a thriving member-led community of over 300+ businesses and associates and have a proven track record of winning policy breakthroughs and creating supportive services and events for companies in the sector.

The industry is experiencing an exciting period of change and growth, with an ambitious target to triple capacity to at least 40GW of solar and storage by 2030. We are seeking an experienced communications professional to help drive this agenda forward.

## **Duties & Responsibilities**

Support the implementation of the marketing communications strategy from 2022- 25 to help grow the association's brand profile, influence and income in close collaboration with the Head of Marketing and Communications.

### Marketing

- Work closely with teams across the organisation to develop and edit content for our communications channels including, website, newsletters and social media support when needed.
- Draft content for the monthly newsletters for utility-scale and rooftop tailored to the interests of members and stakeholders, including reports on key metrics.
- Lead the development of monthly webinars for members, including liaising with Policy on topics, setting up the agenda and securing speakers.
- Liaise with the team to update various sections of the website with relevant content, e.g. keeping consultations up to date etc.
- Communicate the value of membership to existing and prospective members through regular catch-ups with members' comms/marketing leads.

### Communications and Media relations

- Liaise with journalists for radio or televised news pieces on arranging on-site press visits with members when these opportunities arise.
- Help to upload press releases onto the website and support the Sr Communications Adviser in reporting on media activity quarterly.

### Events

- Handling media partnerships, ensuring each is promoted and marketed correctly whilst fulfilling all contractual requirements.
- Organise event logistics and working closely with partners, including setting up of exhibition stands, securing and managing speakers and promotion.
- Help secure high-value speaking opportunities for Chris and the senior policy team at external events.

Additional miscellaneous duties include ad hoc research, data integration and fielding external enquiries.

## **Requirements**

### Essential

- At least two year's experience in marketing, media, or membership engagement.
- Strong communication and interpersonal skills, with the confidence to communicate our work and build effective long-term relationships.
- Experience in operating successfully in, and contributing to a growing business, with ability to multi-task and deliver to tight deadlines.
- The ability to convert complex information into accessible formats for various audiences.
- A recognised marketing or media qualification.
- Experience with organising and marketing industry events.

### Desirable

- Experience working in or with a trade association or other membership body.