

Lead Marketing Officer

Job Description

Post title:	Lead Marketing Officer
Salary:	£26,000 - 29,000 pro rata
Responsible to:	NEP Business Director
Hours:	3-5 days per week

Job Purpose

We are looking for an experienced, enthusiastic and highly motivated **Lead Marketing Officer** to help develop the organisation's promotional activities both regionally and nationally.

About NEP

Nottingham Energy Partnership is a charity dedicated to educating and inspiring action to tackle climate change through the retrofitting of homes to reduce household energy usage and address the global aim to achieve Zero Carbon. Through its innovative, practical 'learning by doing' programmes NEP helps households improve the energy performance of their homes and understanding of the energy sector.

Our Environment and Culture

- A fun and busy work environment
- Support from Senior Management
- Regular social and sporting events

The Role

This position offers an exciting opportunity for personal and professional development while helping to strengthen and develop the communications and the profile of NEP. As the Lead Marketing Officer, you will be responsible for helping to develop and implement a range of communications both online and offline initiatives for NEP's range of projects and audiences. You will contribute to the development and implementation of the communications policy and strategy for NEP. You will play a key role working with Senior Management writing content and information in response to current affairs on subjects related to the fuel poverty, housing and climate change.

A key responsibility in the role will be to coordinate the marketing team and support them in developing and delivering a robust and engaging marketing strategy that includes a social media strategy, communications schedule, ensuring the website is regularly updated, SEO is enhanced, and performance is tracked across platforms.

In this role you will be the brand guardian and work with designers to articulate and support the development of excellent campaigns and materials. Overall, you will have a commitment to inspire action and drive change.

Responsibilities

- Manage the development and implementation of the Marketing strategy
- Organise and attend marketing activities or events to raise brand awareness
- Plan advertising and promotional campaigns for services and key issues on a variety of media (social, print etc.)

- Liaise with stakeholders to promote the success of activities and enhance the company's presence
- Measure, analyse and regularly report on the impact of promotional activities, as well as performance against core strategic business KPIs using various metrics.
- Prepare content for the publication of marketing material and oversee distribution
- Conduct market research to identify opportunities for promotion and growth
- Collaborate with managers in preparing budgets and monitoring expenses
- Web design
- Improving our SEO ranking.

What Skills and Experience you should bring

- Degree in Marketing, business administration with proven experience of digital marketing.
- Experience as a Marketing Officer or similar role is preferable
- Solid knowledge of marketing techniques, and principles
- Good understanding of market research techniques, statistical and data analysis methods
- Excellent knowledge of MS Office and marketing software
- Thorough understanding of social media and web analytics
- Excellent organisational and multi-tasking skills
- Outstanding verbal and written communication and interpersonal abilities, effective project management skills, meticulous attention to detail with the ability to troubleshoot and problem solve.
- Creativity and commercial awareness
- A team player with a customer focused approach
- You will have a proven track record in achieving positive coverage in a range of relevant media, developing content and media strategy for a range of different audiences and channels and of building effective relationships with external stakeholders.

Our excellent benefits and rewards package:

- Staff pension
- Cost of living support package
- Up to 32 days annual leave per year (includes bank holidays)
- Staff health & wellbeing scheme
- Full, part time and flexible working hours available
- Career development opportunities including training and industry recognised qualifications

Location: Nottingham City

Application deadline: 5pm, Thursday 25th August 2022. Please submit your CV and covering letter asap, as we will invite strong candidates to interview as and when we hear from them, which may be before the closing date.

Important: within your covering letter, please draw on the responsibilities and skills and experience points listed in the Job Description explaining how you meet them.

Interview date: Week commencing 5th September 2022

Start date: ASAP

Submitting your CV and covering letter

Please email your CV and covering letter before **5pm, Thursday 25th August to:**

alena.repova@nottenergy.com

Thank you and good luck.