

## Job Description

<b>Post title:</b>	Marketing Assistant
<b>Department:</b>	Nottingham Energy Partnership
<b>Salary:</b>	£20,000 - 23,000 pro rata
<b>Responsible to:</b>	Lead Marketing Officer
<b>Hours:</b>	3-5 days per week

## Job Purpose

This role involves working in a very busy team delivering a wide range of marketing and communication activity to deliver NEPs projects tackling fuel poverty and climate change. Essential to the role is a solid knowledge of marketing techniques, project management, and creative skills to support the Lead Marketing Officer.

## 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

Your role will involve creating and co-ordinating marketing campaigns and supporting the delivery of short and long-term projects alongside one another. In doing so, you will be writing engaging copy for promotional materials including, website content, press releases and adverts. You will take some publications and materials from concept through to completion as your own projects. You will also create a constant flow of communications onto our digital platforms (for example our websites and social media pages) and into the local media (press and radio). This could entail the coordination of media opportunities and events.

## Responsibilities

- Work on NEP's projects tackling fuel poverty and climate change to plan, co-ordinate and implement creative promotional strategies.
- Create offline marketing and communication resources (letters, leaflets, posters etc;) and update and revise accordingly.
- Data administration e.g., preparing formatting and editing a arrange of documents, organising mailouts.
- Maintain the communications resource library with photographs of completed installs, events, case studies – videos and written.
- Maintain the marketing budget spend and provide monthly updates.

- Organise and represent NEP at meetings and events sometimes outside normal working hours.
- Keep the website up to date with the latest news, case studies and projects
- Apply SEO techniques to increase website traffic.
- Maintain the social media accounts and provide the analytics, including for the website.
- Keep up to date with developments in social media and implement.
- Produce short videos for our social media channels.
- Design project branding.
- Liaise with suppliers such as printers, freelancers, web designers, etc. and make recommendations on value for money.
- Be competent at delivering presentations.

### What Skills and Experience you should bring

- Degree in Marketing, business administration or relevant field with proven experience of digital marketing.
- Experience in a Marketing Assistant or Administration role is preferable but not essential.
- Solid knowledge of marketing techniques, and principles.
- Research and writing blogs
- Statistical and data analysis methods including experience of social media and web analytics
- Competency in Microsoft Office applications and marketing software
- Good organisational and multi-tasking skills
- Effective written and verbal communication skills.
- Ability to work effectively within a team and independently.

### Our excellent benefits and rewards package:

- Staff pension
- Cost of living support package
- 24 days annual leave per year (pro rata) plus bank holidays
- Training and development course opportunities
- Free parking/ electric charging points
- Staff health & wellbeing scheme
- Full, part time and flexible working hours available

**Location:** Nottingham City

**Application deadline:** 5pm, Thursday 25<sup>th</sup> 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 5<sup>th</sup> September 2022

**Start date:** ASAP

## Submitting your CV and covering letter

Please email your CV and covering letter before **5pm, Thursday 25<sup>th</sup> August to:**  
[alena.repova@nottenergy.com](mailto:alena.repova@nottenergy.com)

Thank you and good luck.