

# Marketing & Communications Officer Job Profile

## 1) Job Purpose

The postholder will be responsible for delivering a programme of communication, marketing and outreach activities within the defined geographical area (see below), with the aim of recruiting and supporting households to participate in the EU-funded REDREAM project being delivered in the UK by Bath & West Community Energy.

## 2) Terms and Conditions

<b>Hours</b>	22.5 hours per week. The job requires flexible working including some evening and weekend hours. More hours may be available over time and depending on the candidate.
<b>Salary</b>	£26,000 pa for full time, allocated pro rata
<b>Holidays</b>	25 days per calendar year plus Bank Holidays for full time, allocated pro rata
<b>Pension</b>	BWCE offer a workplace pension scheme in line with government guidelines for minimum contributions. Currently these are 3% Employer contribution and 5% Employee contribution, these are subject to change in accordance with the Pensions Act 2008 and government guidelines. Scheme enrolment will start on satisfactory completion of the probationary period.
<b>Work Location</b>	Working from home preferably, though other options can be discussed, in or close to the area defined in section 4 below. Following the Covid-19 lockdown BWCE operates virtually, with team meetings and communications carried out online via Zoom and Microsoft Teams. Prior to the lockdown we utilised co-working space in Bath and we may at some point in the future look to set up physical team meetings again, depending on the situation more widely.
<b>Probation Period</b>	3 months
<b>Contract Length</b>	Permanent, subject to funding. This post has 3 years funding secured.
<b>Reporting</b>	This is a new post and as the role is dedicated to the REDREAM project, line management will be provided by the Project Lead for the REDREAM project. However, the post will also liaise with and support the work of the Communications & Community Outreach Co-ordinator.
<b>Start Date</b>	As soon as possible



### 3) Bath & West Community Energy

Bath & West Community Energy (BWCE) is a not for profit, Community Benefit Society. Since 2010 when it was set up, BWCE has built over 12 MW of community owned solar power systems and one small hydro scheme, enough power to meet the equivalent annual electricity demand of around 4,000 homes. For more information see [www.bwce.coop](http://www.bwce.coop).

BWCE is working to put people at the heart of the energy transition, placing ownership and control of energy in the hands of consumers via clean energy projects that actively involve and benefit local communities.

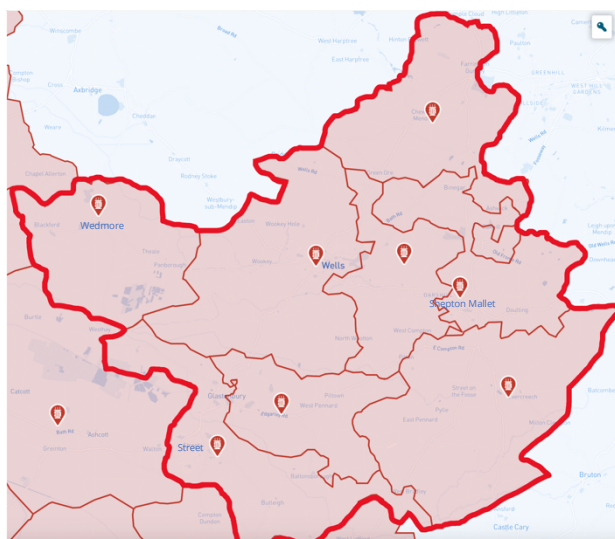
Our vision is for an energy system where:

- Local people can buy low-cost, green energy direct from local energy projects
- Energy projects are owned and shaped by their communities – giving local people a voice in decision-making, and a stake in local projects
- Collective action helps drive social change around energy behaviours
- A greater awareness of how we use energy reduces the pressure on the grid and increases the potential for renewable energy

### 4) The REDREAM Project

REDREAM is an EU HORIZON 2020 funded project starting October 2020 and running for 36 months until October 2023. The project is being led and co-ordinated by Comillas University in Madrid, Spain and has 15 partners from 8 EU countries (Spain, Italy, Belgium, Croatia, Greece, Germany, France, UK) and BWCE is the only UK partner.

REDREAM is designed to support the transformation of an increasingly decentralised energy system into a sustainable, zero-carbon and financially viable marketplace. This will require consumers (householders) to interact more closely with the energy companies that manage the local electricity grid, in order to better match household's energy demand with the energy supply. As the UK partner, BWCE needs to recruit 100 households who are interested in installing energy technologies (e.g. heat pumps, Electric Vehicle charge points, solar PV). BWCE will then work with participants and our partner Stemy Energy, who operates a cloud based smart system, to enable households to more easily shift demand away from peak consumption times (i.e. early evening) to reduce carbon emissions and the load on the local network.



We will partner with local community energy groups, Avalon Community Energy and Green Wedmore to recruit householders within an area where the local grid operator (Western Power Distribution) is looking to increase the flexibility of the network, in particular the area outlined in red on the map on the left.

The REDREAM project builds on existing community-based electricity demand management projects, Flex Community and Solar Streets, that BWCE has been running for the last 2 years in Bath & North East Somerset and West Wiltshire.



## 5) Principle tasks

The postholder will be responsible for:

- Working with and supporting other BWCE team members to establish a communications and recruitment plan for the REDREAM project.
- Developing promotional materials for the project.
- Identifying and establishing contact with an appropriate range of local community networks and communication routes to connect with appropriate target audiences, for participation within REDREAM.
- Working with specific local community energy groups like Avalon Community Energy and Green Wedmore
- Producing and/or contributing to written reports, publicity material, news releases, articles as needed.
- Organising public events (online or physical as appropriate) to raise the profile of the REDREAM project, drawing in other members of the BWCE team as appropriate.
- Responding to queries, providing guidance and information about participation in the REDREAM project to interested householders during the process of signing up participants.
- Providing liaison and first point of contact with householders and installers during household surveys and installation of heat pumps, EV charge points, solar PV and associated control technology, connecting with others in the BWCE team, for example for technical input, as required and needed.
- Providing liaison and first point of contact with householders during the operation of the REDREAM project, connecting with others in the BWCE team as required and needed
- Securing feedback from householders during participation in the REDREAM project through carrying out surveys and organising review meetings (online or physical as appropriate).
- Working with other BWCE team members to draw out learning from the REDREAM pilot.
- Working with other BWCE team members to give presentations to other community groups and interested parties about the outcomes of the REDREAM project
- Taking a proactive role in engaging with BWCE's social media content including Twitter, Facebook and LinkedIn and updating BWCE's website
- Complying with BWCE's agreed policies and practices
- Carrying out other tasks or duties as agreed with Line Manager

## 6) Person specification:

The successful candidate will be able to show that they have the following knowledge, skills, experience, and attributes.

### **Essential knowledge, experience, skills & attributes:**

1. Experience of developing and delivering marketing and communications campaigns.
2. Experience of working in communities.
3. Knowledge of the identified geographical area and track record of working with local communities.
4. Self-starter, able to work independently and remotely as part of a dispersed team.
5. Excellent written and verbal communication skills.
6. Experience of common social media platforms, e.g. Twitter, Facebook, LinkedIn.
7. Good time management skills, including priority-setting, multi-tasking and problem-solving with a flexible attitude to work, including preparedness to work some weekends and/or evenings.



8. Strong IT skills with experience of using Microsoft Office programmes (Word, Excel, PowerPoint) or similar.
9. Commitment to BWCE's vision of community leadership and a clean energy future.
10. Live local to the identified area to minimise travel.
11. A valid driving licence (some of the work will require access to areas not readily accessible by public transport).

**Desirable knowledge, experience & skills:**

1. Experience of working with communities on energy-related projects.
2. Links with or knowledge of community energy groups in the local area.
3. Basic knowledge of renewable energy and energy efficiency technologies and systems.
4. Basic understanding of how energy consumption can be managed in the home.
5. Experience of working with Wordpress
6. Relevant degree level or equivalent qualification
7. Speak Spanish (the lead partner in the EU project is Spanish, though all communication in the
8. project is in English)