



# Energy Sparks

Helping schools fight climate change

## Do you want to make a difference in the fight against climate change? Communications and Marketing Manager Vacancy (part-time)

We are seeking a part-time Communications and Marketing Manager for [Energy Sparks](https://energysparks.uk/), a charity working towards a sustainable future in which the school community is at the heart of measurable action to tackle climate change. Energy Sparks equips children and young people with the knowledge, skills, and tools to take practical action in their school and wider community to reduce carbon emissions. We enable school leaders, staff and communities to better understand and reduce their school's energy consumption and introduce wider measures to reduce their carbon footprint.

This is an exciting, new role in a growing team and provides a great opportunity to apply your expertise and creativity in communications and marketing to help Energy Sparks reach and engage new and existing audiences.

To be successful in this role you will need to be collaborative and organised, as well as have experience in a communications and marketing role in a similar organisation and an enthusiasm for making a difference to the public profile of our charity, our activities and impact.

- Salary: £40,000 to £45,000 pro rata dependent on experience
- Role initially offered 0.4 FTE. This can be worked 15 hours per week across the year or 17.5 hours per week term time only, with the opportunity for future growth subject to income. Hours can be worked flexibly from Monday to Friday, 8am to 6pm.
- Fully remote working with occasional team meetings in Bath
- **Post holder must already have the legal right to work in the UK.**

**Application deadline: 3 November 2024**

**To start as soon as possible thereafter.**

### About us

Energy Sparks (<https://energysparks.uk/>) is an online energy management tool and energy education programme specifically designed to help schools reduce their electricity and gas usage through the analysis of smart meter data. Energy Sparks helps pupils and the wider school community to reduce their school's carbon emissions, and make a real contribution to addressing the 'climate emergency'. Energy Sparks started in 2017 in Bath, and is now working with over 975 schools across the UK. All staff work remotely with the core staff team based in the Bath area.

For an informal discussion about the role, please contact, Claudia Towner, Energy Sparks CEO on [hello@energysparks.uk](mailto:hello@energysparks.uk) or 01225 723924

## Communications and Marketing Manager Role

1. Develop and deliver our communications and marketing strategy in partnership with other team members including:
  - a. developing new communications opportunities to get more engagement and impact across participating schools,
  - b. marketing to new schools and MATs
  - c. attracting new funders and scoreboard sponsors
  - d. raising the profile of our work across the education sector
2. Develop and deliver a programme of integrated communications that grabs attention and encourages energy saving action in UK schools.
3. Identifying a range of possible communications content ensuring it goes out to the right channels in the right formats.
4. Create and schedule content on Twitter, Facebook, Linked In and Instagram. Existing content is a mix of:
  - a. School-specific energy saving advice
  - b. Sharing our impact
  - c. Shared energy saving/sustainability activities recorded by our schools on the Energy Sparks portal
  - d. Sector news
  - e. Retweets/reposts from agreed partner/funder/school accounts on each platform
  - f. Promoting competitions, campaign days or events, such as Power Down Days
5. Draft blogs, newsletters and other communications to school users, repurposing content between the two and sharing to socials
6. Develop external relationships to support communications and marketing, such as with partners and funders who may be doing their own communications, or with relevant media.
7. Monitor and respond to all social accounts
8. Monitor communications impact and audience engagement.
9. Ideally provide associated graphic support, using our brand kit and any brand guidelines within Canva (not essential)

This will be a varied role within a small staff team and an ability to embrace a diversity of tasks is essential. The role does not have line management responsibility at present.

### Required experience

#### Essential

1. An interest in sustainability and a desire to play a role in the transition to net zero carbon
2. Ability to develop and implement effective communications activities aligned with Energy Sparks' goals.
3. Experience in managing the communications function in a small or medium sized organisation or in a senior communications role in a larger organisation
4. Proven experience in managing and executing successful no cost/low-cost communications campaigns with service users or customers, preferably within the sustainability or education sector or for a digital product or service.
5. Multi-channel communications and marketing experience including PR, social media and digital
6. Experience of writing for different audiences ensuring key messages are delivered in the brand tone of voice
7. Analysing campaign performance data and deriving actionable insights.
8. Highly organised with outstanding attention to detail
9. Ability to work independently but collaboratively with others in the Energy Sparks team

10. Able to prioritise your own tasks and time.

### **Nice to have**

1. Awareness of key issues around energy efficiency and energy management
2. Experience of producing behaviour change focused communications
3. Writing for young people

### **Benefits**

1. £40,000 to £45,000 pro rata dependent on experience
2. 12% employer pension contribution
3. 38 days paid annual leave pro rata including bank holidays
4. 0.4 FTE. This can be worked 15 hours per week across the year, or 17.5 hours per week term time only. Hours can be worked flexibly from Monday to Friday, 8am to 6pm.
5. The opportunity to make a difference in reducing carbon emissions and helping young people to live sustainable lives.

### **Application deadline: 3 November 2024**

Please send the following by email to [hello@energysparks.uk](mailto:hello@energysparks.uk):

- A full curriculum vitae
- A covering letter.
  - Please use the first part of the cover letter as an opportunity to add to the information you have shared in your CV, and ensure that you cover the following (max 2 pages for this section):
    - Why are you interested in the Communications and Marketing Manager role at Energy Sparks?
    - How can you contribute to Energy Sparks in this new role? Please highlight relevant experience and demonstrate how your skills match the specific requirements of the role as set out in the job description and person specification.
  - In the second part of the cover letter, please answer the following skill-based questions which are designed to assess how you might perform in the Communications and Marketing Manager role and react to real-life work situations (max 250 words per answer).
    - To which social media channel(s) should Energy Sparks commit most time and resource, and why?
    - What strategies would you adopt to ensure that busy school staff take time to read and engage with communications from Energy Sparks?

Applicants are encouraged to find out more about Energy Sparks at <http://www.energysparks.uk/>

To be considered for this role, all applicants must currently have the right to work in the UK.

Energy Sparks is an equal opportunities employer and welcomes applications regardless of race, sex, disability, religion/belief, sexual orientation or age.