



## Senior Marketing Communications Executive – Transport

**Closing Date:** 19 April 2022

**Issue Date:** 5 May 2022

**Position Ref:** AP 843

**Location:** London/Blended working (home & London office)

This is a Grade 4 position.

Energy Saving Trust is a leading and trusted organisation, dedicated to promoting energy efficiency, low carbon transport and sustainable energy use. We aim to address the climate emergency and deliver the wider benefits of clean energy as we transition to net zero.

We are looking for an experienced Senior Marketing Communications Executive to join our Transport Marketing and Communications team.

You will lead on the delivery of programme marketing plans, managing multi-channel campaigns in order to achieve programme objectives, whilst mentoring and supporting the marketing and communications executive.

You will work with the Marketing Communications Manager and Programme Managers to deliver and lead on parts of the annual Marketing and Communications plans across the Department for Transport workplan, which includes leading on defined programme areas and being the point of contact for both internal and external stakeholders.

Finally, you will support the Marketing Communications Manager with the provision of campaign metrics and analytics to support the collation of monthly and annual reports, ensuring learnings from previous campaigns are included in future campaign activities.

This is a permanent position. We are open to flexible working patterns and blended (home and office-based) working is possible for this role.

For more information, please see job description below.

Applications close 12 noon, Thursday 19 May 2022.

To apply, please forward your CV and cover letter to [recruitment@est.org.uk](mailto:recruitment@est.org.uk). In your cover letter please outline how you meet the knowledge, skills and qualifications required in the job description. Please state the job reference you are applying for in the subject line. Applications submitted without a covering letter will not be considered.

To address the urgent challenges posed by the climate emergency, we need a diversity of people, experiences and ideas. **We strongly encourage applicants from a wide range of backgrounds and with different identities and experiences to apply for roles with Energy Saving Trust.**

[Find out more about our commitment to creating a diverse, inclusive and equitable workplace here.](#)

If you think you may need some additional support or reasonable adjustments made to any part of the application/recruitment process, please get in touch with [recruitment@est.org.uk](mailto:recruitment@est.org.uk).

# energy saving trust

Due to current restrictions on office capacity the majority of our staff are working from home. Will we be happy to discuss how we are managing this and the transition to a blended working model at the interview stage with you.

Please note that we are unable to provide sponsorship for this post. In order to apply for this post, you must be able to demonstrate your eligibility to work in the UK.

## Job Description

<b>Role Title</b>	Senior Marketing Communications Executive		
<b>Directorate</b>	Marketing		
<b>Line manager</b>	Marketing Communications Manager		
<b>New/ Existing</b>	New		
<b>Perm/ FTC</b>	Permanent	Grade 4	
<b>Job Purpose</b>	<p>To lead on the delivery of programme marketing plans, managing multi-channel campaigns in order to achieve programme objectives.</p> <p>This role will lead on a range of transport programmes in England and will mentor and support the marketing and communications executive.</p>		
<b>Resource Management Responsibilities</b>	Budget/ Equipment Accountabilities	People (staff) Accountability	Contractor Accountability
	Yes	No	Yes
<b>Critical Accountabilities</b>	<p><b>This role will:</b></p> <ul style="list-style-type: none"> <li>• Work closely with the Marketing Communication Manager and programme team to define and deliver marketing plans to achieve set objectives and KPI's</li> <li>• Lead on defined programme areas and be the point of contact for both internal and external stakeholders</li> <li>• Work closely with the programme partners and liaise with third party suppliers and agencies to ensure requirements are delivered on time and within budget</li> <li>• Act as a brand guardian across all communications delivered as part of programmes</li> <li>• Support the Marketing Communications Manager with the provision of campaign metrics and analytics to support the collation of monthly and annual reports, ensuring learnings from previous campaigns are included in future campaign activities</li> <li>• Mentor and support the Marketing and Communications Executive</li> <li>• Undertake a variety of ad hoc activities as required to support overall marketing/programme objectives.</li> </ul>		
<b>Knowledge, skills, and qualifications required</b>	<p><b>Knowledge and skills:</b></p> <ul style="list-style-type: none"> <li>• Excellent marketing and communication knowledge and skills</li> <li>• Ability to write effectively for a range of audiences and channels including newsletters, social media and publications</li> </ul>		

- Good knowledge about current best practice in marketing including the use of digital media
- Ability to use and have experience of Word, PowerPoint and Excel
- Ability to use own initiative and know when to refer issues up to a more senior level
- Be results orientated with excellent attention to detail
- Good organisational skills including ability to work to deadlines and prioritise your work
- Good numeric skills.

**Key experience required:**

- Demonstrable experience in a similar marketing role at a similar level
- Experience of working within the transport sector, sustainability industry or local government
- Designing, implementing and measuring campaigns against objectives
- Influencing, negotiating and working with senior internal and external stakeholders
- Use of email marketing systems such as Dotmailer
- Digital media including PPC, SEO and social media

**Key qualifications required:**

- Graduate or relevant experience

**Desirable:**

- **Supervision, mentoring or coaching skills and experience**
- An interest in energy, climate change or sustainability issues