

Job Description

Efficiency for Access – Marketing Communications Manager

Efficiency for Access is a global coalition working to promote energy efficient appliances that enable access to clean energy for the world's poorest people. It is a catalyst for change, accelerating the growth of off-grid appliance markets to boost incomes, reduce carbon emissions, improve quality of life and support sustainable development. Efficiency for Access consists of 19 donor roundtable members, 19 programme partners, and more than 30 investor network members.

The Efficiency for Access Coalition is coordinated jointly by CLASP, an international appliance energy efficiency and market development specialist not-for-profit organization, and UK's Energy Saving Trust, which specialises in energy efficiency product verification, data and insight, advice, and research.

There are a number of programmes that are delivered through Efficiency for Access including the Low-Energy Inclusive Appliances (LEIA) programme - a research and innovation programme that seeks to double the efficiency and half the cost of electrical appliances suited for off- and weak-grid household, small business, and industrial consumers. It is supported by UK's Foreign, Commonwealth and Development Office and the IKEA Foundation.

The strategic communications function aims to raise awareness of the importance of affordable, high-performing, and inclusive appliances through the Efficiency for Access Coalition and its growing network of stakeholder groups.

Our engaging, audience-centric communications and market education aim to enhance the sector's knowledge and the LEIA programme looks to translate research and thought leadership into accessible communications products and ensure effective dissemination to our target audiences. We do this through campaigns, events, partnerships and networking, and a developing digital presence.

Role Title	Marketing Communications Manager		
Directorate	Marketing and Communications		
Line manager	Head of Marketing & Campaigns		
New/ Existing	Existing		
Perm/ FTC	Permanent	Grade 3	
Job Purpose	To lead on innovative and effective marketing communications to promote Efficiency for Access, deliver Low Energy Inclusive Appliances and other projects, and meet our aims in partnership with a programme partner.		
Resource Management Responsibilities	Budget/ Equipment Accountabilities	People (staff) Accountability	Contractor Accountability
	Yes	Yes	Yes
Critical Accountabilities	<p>This role will:</p> <ul style="list-style-type: none"> • Devise and deliver annual communication plans for Efficiency for Access, Low Energy Inclusive Appliances, and associated projects and activities that meet our targets and KPIs in collaboration with our programme partners. • Devise and deliver effective marketing and communications campaigns to raise awareness of specific themes and activities with target audiences. • Maintain effective communication with the programme teams and senior managers to ensure the planning and implementation of partnership and communications activity achieves programme objectives. • Work closely with the programme delivery partner and other partners and ensure that the relationships are effective and meet the requirements of the programme. • Line manage and develop a team to create effective campaigns, events (virtual and in-person), and content, and support the wider team on communication activities. • Act as a brand guardian across all communications and ensure that Energy Saving Trust, funders, and partners are appropriately represented. • Undertake other activities as required to support the overall delivery of the marketing communications strategy. 		

	<ul style="list-style-type: none"> • Travel within the UK and internationally may be required.
<p>Knowledge, skills, and qualifications required.</p>	<p>Knowledge, skills</p> <p>Essential:</p> <ul style="list-style-type: none"> • Experience of marketing communications management, with proven success in strategic campaign planning and implementation, audience segmentation and analysis. • Experience of working in a fast-paced environment with ability to prioritise activity. • Experience of translating complex information into compelling communications for a variety of stakeholders including media, social media, and events. • Experience of digital development including the effective use of social media, SEO and website. • Experience of line management including objective setting and appraisals. • Management of project budgets and financial reporting for marketing activity. • Self-motivated with strong interpersonal and written and verbal communications skills. • Strong partnership, negotiation and facilitation skills and flexibility of approach. <p>Desirable:</p> <ul style="list-style-type: none"> • Experience of working on large scale multi-partner international projects. • Knowledge of issues relating to energy access in developing countries and / or energy efficient appliances suitable to off-grid locations. <p>Key qualifications required:</p> <ul style="list-style-type: none"> • Bachelor's degree, CIM qualification or equivalent experience in a similar marketing role.