

## Job Description

<b>Role Title</b>	<b>Senior communications and engagement Manager</b>
<b>Job Family &amp; Category</b>	<b>Technical specialist / senior technical specialist</b>
<b>Team</b>	International
<b>Line Manager</b>	Senior programme manager – Energy Access
<b>New/ Existing Role</b>	Existing
<b>Perm/ Fixed Term</b>	Permanent
<b>Resource and Management Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ Budget/ Equipment Responsibilities</li> <li>▪ People Responsibilities</li> <li>▪ Contractor Responsibilities</li> </ul>
<b>Job purpose</b>	<p>This role will be responsible for Energy Saving Trust’s communications related to our international energy work, delivered in coordination with our project partners.</p> <p>Working with the energy access team and key delivery partners, this role will co-lead the development and delivery of innovative and targeted communications strategies, plans and activities to promote our work.</p> <p>The purpose of this role is to ensure that we have our finger on the pulse, with a deep understanding of the off-grid energy access sector, such that we develop and deliver meaningful and impactful outputs. It will entail establishing and maintaining effective relationships with key stakeholders to achieve our strategic communication objectives.</p>
<b>Key responsibilities</b>	<p><b>Strategy &amp; planning</b></p> <ul style="list-style-type: none"> <li>▪ Work with senior managers, workstream leads and key delivery partners to devise communications/engagement strategies and plans.</li> <li>▪ Work with the monitoring and evaluation manager to set KPIs. Monitor, evaluate and report on the effectiveness of our communications activities.</li> <li>▪ Stay attuned to the state of the off-grid solar market, track</li> </ul>

trends, and understand key priorities for the sector alongside the programme team.

#### **Management & delivery**

- Line manage and develop a team, providing direction and support to achieve our objectives.
- In collaboration with workstream leads, colleagues in the marketing communications department and our delivery partners lead and/or contribute to the:
  - Design and curation of impactful communications campaigns, events (virtual and in-person) and exhibits.
  - Creation and dissemination of compelling content for different channels and media, including press releases, blog posts, infographics, video, newsletters, articles, speeches, presentations and publications.
- Oversee the management and development of social media accounts, websites and other digital platforms.

#### **Partnerships & relationship management**

- Maintain and foster collaborative and supportive relationships with colleagues, delivery partners and key stakeholders, including media outlets. Be an ambassador for and build the profile of Energy Saving Trust's energy access work internally and externally.
- Establish and develop strategic communication partnerships with sector influencers. Lead and contribute to the design and execution of high impact partnership communications.

#### **Brand and positioning**

- Work effectively with the marketing department and act as a brand guardian, ensuring Energy Saving Trust, funders, and partners are appropriately and consistently represented across all communications channels.
- Enhance communications strategies and tactics by maintaining a strong understanding of our offering and sector positioning and staying up to date with the latest sector developments and trends.

Note that travel within the UK and internationally may be required.

	<p><b>Within one month, you will:</b></p> <ul style="list-style-type: none"> <li>▪ Understand how our organisation works, who we are and what we do.</li> <li>▪ Have met all your colleagues, key internal stakeholders and partner stakeholders.</li> <li>▪ Have set objectives to complete within your probationary period.</li> </ul> <p><b>Within three months, you will:</b></p> <ul style="list-style-type: none"> <li>▪ Have set up and attend regular meetings with colleagues.</li> <li>▪ Have made progress against your probationary objectives.</li> <li>▪ Have regular catch ups and 121s with your manager.</li> </ul> <p><b>Within six months, you will:</b></p> <ul style="list-style-type: none"> <li>▪ Have settled into the organisation and the department.</li> <li>▪ Have completed your probationary objectives and be ready to set further objectives for your role.</li> <li>▪ Have had the chance to use your skills and experience to support Energy Saving Trust's mission and vision.</li> </ul>
<p><b>Knowledge, skills and qualifications required</b></p>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>▪ Track record of delivery in a similar role.</li> <li>▪ Experience working in a cutting-edge sector, communicating innovative / specialised messaging (for example science communication, research &amp; development, academia or similar).</li> <li>▪ Experience of translating complex information into compelling communications for public and private stakeholders.</li> <li>▪ Ability to manage and inspire joint working in complex, multi-disciplinary teams, and in collaboration with partners and other key stakeholders.</li> <li>▪ Highly self-motivated and able to work autonomously, take initiative, analyse and solve complex problems, present and deliver workable solutions and recommend/make decisions.</li> <li>▪ Excellent organisational and project management skills, ability to prioritise own workload effectively and co-ordinate several projects and tasks in parallel within exacting deadlines.</li> <li>▪ Experience of line management including objective setting and appraisals, performance management and personal development.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Ability to think and plan strategically and ensure effective risk mitigation.</li> <li>▪ Experience of delivering compelling products across digital platforms, traditional media and events.</li> <li>▪ Experience of digital development including the effective use of social media, SEO and websites.</li> <li>▪ Strong partnership, negotiation and facilitation skills and flexibility of approach.</li> </ul>
	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• An understanding of issues relating to energy access in developing countries and/or off-grid and weak-grid technologies and market barriers/solutions with a focus on Sub Saharan Africa and South Asia.</li> <li>• Experience of working on large-scale multi-partner international projects.</li> <li>• Established network of relationships with funders/donors, programme implementers, private sector actors and academia in the energy access sector.</li> <li>• Experience of managing project budgets and financial reporting for marketing and communications activity.</li> </ul>