**Communications and Marketing Manager**

**Location:** Old Street, London

**Contract:** Permanent

**Hours:**  Full time

**Start date:** ASAP

**Salary:** £35,000

**Background**

600 million people are living without electricity across sub-Saharan Africa. They have limited choices when it comes to lighting up their homes, with many relying on candles, torches and, worst of all, kerosene lamps to escape the dark. These filthy, dangerous, devices are imperilling health, impairing education, wasting household income and emitting astonishingly high amounts of carbon into the atmosphere. Lack of access to electricity is keeping people in poverty.

SolarAid’s vision is of a world where everyone has access to clean, renewable, energy, with a current mission focusing on sub-saharan Africa. Business as usual scenarios are projecting that by 2030, over 600 million people across sub-saharan Africa will remain without access to modern forms of energy. 2030 is the same year SDG7 has targeted to ‘*Ensure universal access to affordable, reliable and modern energy services*.’ SDG7 is, therefore, heading for failure. SolarAid is committed to changing this future reality.

Since inception in 2006, we have impacted over 10 million people, largely through our social enterprise, SunnyMoney, which sells high quality, low cost, solar lights and continually develops innovative business models which prioritise creating energy access for people living in rural, off grid communities. But we need to do more. We need to increase the level of support for our work and develop campaigns and partnerships which will transform the access to energy landscape. Everyone has a role to play and you can help, by joining in a highly innovative and dynamic organisation seeking to be even more disruptive than ever before.

**About the job**

Working in a small, growing, team, working closely with our fundraisers and reporting into the CEO, you will be an ‘all rounder’, responsible for leading the development and delivery of SolarAid’s marketing and communications, as part of the wider organisational strategy.

As a key member of the Fundraising and Communications team, you will combine strong technical and creative skills and be passionate about growing, engaging and motivating audiences, helping them understand, feel part of and ultimately support us as we work towards increasing access to clean, renewable, light and energy across Africa.

You will be experienced in managing digital channels, working to the test, measure, reflect, refine model, understand user journeys and understand paid social advertising. This role involves project management; copywriting, analysis and insight; social media management, digital marketing and postal fundraising appeals; and website management. SolarAid is also planning to initiate campaigns and petitions in order to further its mission and this role will play a central role in organising these.

**Main Responsibilities**

1. Produce and implement a digital strategy, working closely with out fundraising team, to grow the number of SolarAid supporters and spread our message
2. Develop and produce content in a coordinated and planned method for digital and non-digital channels, including a communication plan to our supporters.
3. Brief staff, volunteers, and supporters who act as advocates, on SolarAid’s messaging
4. and how to apply this consistently
5. Track and monitor press and media exposure, seeking new and creative ways to capitalise on opportunities
6. Attract and engage visitors to the website providing the best possible experience for those who choose to donate to us
7. Managing our social media to recruit attract and engage with supporters and encourage supporters to both share and create content about SolarAid
8. Designing marketing and promotional materials, to attract the attention of the range of audiences we are trying to reach
9. Management of newsletters, developing and uploading content to the website
10. Managing technical web changes inc: Developing new page layouts and functionality; CSS and HTML requirements
11. Managing our database and communications with our supporters. Ensure communication and engagement with supporters is recorded on the database working with the Supporter Experience Administrator.
12. Increase our understanding of people who support us by capturing supporter feedback, conducting surveys, and from analysis of data
13. Set up measures for attracting attention, others spreading our story, and providing a good supporter experience that help monitor and improve our performance
14. Work closely with the fundraising team to develop supporter appeals and the associated online and offline
15. Working with our teams to develop and implement future campaign and petitions
16. As part of a small team, there will also be administrative duties as required

You will also be involved with helping us upgrade to a new Customer Relationship Management system.

**Person Specification**

**Essential**

* A person with a sunny disposition and a passion for solar energy and international development, who embraces our values of positivity, courage and a desire to lead by example
* A degree in marketing/communications or equivalent, with proven communication and marketing track-record
* Able to hit the ground running and to work effectively under minimum supervision and use own initiative
* Highly organised and able to manage and prioritise a varied workload, meeting deadlines
* A brilliant all round communicator
* Have a meticulous eye for detail and a confident multi-tasker
* Willing to support colleagues, attend events or help the team where necessary

**Highly Desirable**

* Experience working with creative agencies and graphic designers to generate engaging campaign content
* Experience producing hard copy publications including brochures, flyers and posters
* Experience writing web copy, knowledge of search engine optimisation principles, content management and html coding
* Experience with managing an array of social media accounts (Twitter - Buffer and or Hootsuite; Facebook; Youtube; Pinterest; Storify) and relevant measuring tools
* IT knowledge and ability to troubleshoot e.g. firewall / web / phone systems
* Ability to do original graphic design - e.g. T-shirts / 10 Year Report / Pie charts
* Experience of Salesforce
* Experience of Mailchimp or other newsletter software
* Experience of Adobe CS including InDesign, Photoshop and Illustrator
* Experience of AdWords and Google Analytics
* Video concept creation experience - script writing - filming - editing and managing producers
* Experience of video editing software
* IT literate with a good understanding of Microsoft Office packages.
* PR experience - i.e. writing and signing off on press releases
* Previous experience of campaigning in the charity sector

Applicants are invited to submit a CV and a covering letter to: [recruitment@solar-aid.org](mailto:recruitment@solar-aid.org)

Please put your Name and ‘CM Manager application’ in the title of the email.

The covering letter should clearly demonstrate how your previous experience and skillset match the criteria in the job description and explain why you are a good fit for SolarAid.

Application deadline: **17th Aug 2018**.