



Digital Communications Officer - R69

Location: Flexible UK/Hybrid

Full time

2-Year Fixed term

37 hours per week

Job Details

Background information on National Energy Action (NEA)

National Energy Action (NEA) is the national charity which works to eradicate fuel poverty and campaigns for greater investment in energy efficiency to help those who are poor or vulnerable to be able to stay affordably warm. NEA works in partnership with central and local government, fuel utilities, housing providers, consumer groups and voluntary organisations to promote energy efficiency with the aim of bringing social, environmental, housing and employment benefits to communities. NEA currently employs over 150 staff at our national headquarters in Newcastle-upon-Tyne and in regional offices across England, Wales and Northern Ireland.

NEA achieves its objectives through:

- Developing and managing practical projects which demonstrate innovative ways of tackling fuel poverty and bringing the wider benefits of energy efficiency to communities.
- Carrying out research and analysis into the causes and extent of fuel poverty and the developing policies which address the problem.
- Providing advice and guidance on good practice in delivering energy efficiency services to low-income householders.
- Developing national qualifications and managing their implementation to improve the standards of practical work and the quality of energy advice.
- Campaigning to ensure social and environmental objectives are brought together under national energy efficiency programmes.

Since 2021, the number of people plunged into fuel poverty has skyrocketed. The energy crisis has resulted in millions of people unable to stay safe and warm in their own homes. Our figures show that the number of UK households in fuel poverty is 6 million from April 2024. Our services have never been in more demand.

NEA is the leading national fuel poverty charity. Please visit our website at www.nea.org.uk to find out more about our work.

National Energy Action's structure

National Energy Action (NEA) is governed by a Board of Trustees and headed up by its Chief Executive. The Charity comprises five distinct Directorates:

- Communities
- Development and Partnerships
- Homes
- Policy and Advocacy
- Support Services

The post of Digital Communications Officer sits within the Policy and Advocacy Directorate and reports into the Head of Communications and Campaigns.

About the post

In this newly created role, reporting into the Head of Communications and Campaigns, you will join National Energy Action's (NEA's) busy and proactive Communications and Campaigns team who are responsible for press and public relations, events, membership communications, brand development and campaigns.

The Digital Communications Officer will be responsible for communicating NEA's projects to a wide range of stakeholders, creating original content for our website, social media channels and other publications, drafting and issuing press notices for allocated projects and follow-up to maximise uptake, and identifying and organising NEA's presence at relevant conferences and exhibitions to promote our work and monitor outcomes.

This post provides an exciting and rewarding opportunity to help NEA to deliver its work programme through its effective communication and the post holder should seek to maintain and improve our communications with internal and external stakeholders.

Terms and Conditions of Employment

Salary:	Grade 6-SO1, points 18-25, £29,778 - £34,546.
Hours of work:	37 hours per week, Monday to Friday on a flexi-time basis. Applicants must be willing to work away from home as required. In the event of work undertaken on evenings or weekends, and which may involve travel away from the office, time off in lieu of payment is given.
Contract:	This post is a two-year fixed term contract.
Holidays:	25 days, plus three additional days in the Christmas/New year period, plus all public holidays per annum.
Pensions and other benefits:	NEA offers a money-purchase, non-contributory pension scheme. 11.5% of basic salary will be paid by NEA into the pension scheme.

As well as the above, NEA also offers: Flexible Working, Enhanced Family Friendly payments (e.g., Maternity, Paternity and Adoption Entitlements), Eye Test Payments, Bicycle Loans, Employee Assistance Programme, Employee benefits platform.

Office: Home working or office as agreed. Flexible location but post holders must be resident within the UK and able to prove their right to work in the UK. Homeworking is subject to the completion of a risk assessment.

Interviews

Interviews will be held in the two weeks commencing **3 June 2024** via Teams. Full details will be provided to candidates invited to interview.

Due to administration costs borne by the charity, we regret that only short-listed candidates will be contacted. If you have not heard from us within four weeks of the below closing date, please assume that your application has been unsuccessful.

Application procedures

Applications should be submitted on a National Energy Action application form. Please quote reference number R69. Use this form to detail why you are interested in the post, your qualifications, experience and any other relevant information. You might find this [guidance](#) useful.

For an informal chat about this vacancy please contact Anna Cook, Head of Communications and Campaigns on **07884 371913** or email anna.cook@nea.org.uk. **No agency or advertising enquiries please.**

The closing date for applications is **12:00 noon on Thursday 30 May 2024.**

How to apply:

- Apply Online by clicking [here](#). If you would like the application form in another format, please email jobs@nea.org.uk

Please be aware that National Energy Action is not a sponsoring organisation. Therefore, the successful applicant must already possess the right to work in the UK or be able to secure the right to work in the UK independently.

Please note CVs will not be accepted as part of the application process.

NEA aims to be an equal opportunities employer. We welcome applications from any applicant who has the necessary skills and experience for the post. **Charity Registration No. 290511. Company Registration No: 01853927.**



JOB DESCRIPTION

Post: Digital Communications Officer

Responsible to: Head of Communications and Campaigns

Responsibilities:

1. Communicating National Energy Action's projects to a wide range of stakeholders including journalists, organisations, the voluntary sector, local authorities, clients and many others.
2. Creating original content for National Energy Action's website, social media channels and other publications – both photos and videos.
3. Drafting and issuing press notices for allocated projects and follow-up to maximise uptake.
4. Using analytics to inform the approach(es) NEA should take to optimise the scope and reach of NEA information.
5. Identifying and organising National Energy Action's presence at relevant conferences and exhibitions to promote our work and monitor outcomes.
6. Maintaining, coordinating and improving National Energy Action's communications with internal and external stakeholders.
7. Other responsibilities as may be agreed from time to time.

Grade

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PERSON SPECIFICATION

Digital Communications Officer

Candidates should meet the following requirements:

Essential Requirements:

1. Demonstrable relevant experience working in similar role.
2. An excellent communicator with the ability to write clearly, concisely and accurately including press releases, social media copy, briefing documents and internal and external publications.
3. Solid copywriting and editing skills and a knowledge of Wordpress CMS.
4. Experience of Twitter/X, Facebook, Linked In, Instagram and Threads, with knowledge of analytics and how to optimise content.
5. Flair for creating creative digital content and be adept at using Photoshop, InDesign, Illustrator and Canva to make images and videos.
6. Experience of SEO and using analytics including Google Analytics and on social media to test and inform the best approach.
7. Able to work closely with internal and external stakeholders to ensure processes are followed so we can achieve our aims.
8. Excellent organisational skills.
9. Willingness to travel occasionally throughout England and Wales.
10. Empathy with the aims of National Energy Action.

Desirable criteria

11. Experience of media liaison and maximising PR opportunities.
12. Experience of turning data into actionable content insights.
13. Educated to degree level or relevant professional qualification.