

# JOB DESCRIPTION



<b>Job Title</b>	PR, Digital & Content Manager
<b>Job Location</b>	Office-based at AgilityEco offices in Sutton, Greater London
<b>Remuneration</b>	28 – 32k per annum salary and annual profit-sharing scheme
<b>Hours</b>	37.5 hours per week with 23 days annual leave, full time
<b>Purpose Statement</b>	<p>AgilityEco is a leading provider of fuel poverty, energy-efficiency and low-carbon services across the UK, working in partnership with utility companies, local authorities, social housing providers, charities and social enterprises tackling the dual challenges of fuel poverty and vulnerability.</p> <p><b>The PR, Digital and Content Manager</b> will oversee all public relations activities and marketing content initiatives, across multiple platforms and formats, to increase our company profile across a range of audiences, and drive internal and external engagement, retention, leads, and positive customer interactions with our programmes. This position has no direct reports.</p> <p>This position will require some budgetary responsibility, and potentially some management of external agency resources.</p> <p>The successful applicant will have responsibility for a wide range of duties and will report into the Head of Marketing &amp; Communications.</p>
<b>Accountabilities</b>	<ul style="list-style-type: none"> <li>• Support in the development and execution of an effective public relations and content marketing strategy to meet the business objectives within schedule and budget.</li> <li>• Support in the development and execution of a media relations strategy, seeking high-level placements in print, broadcast and online media for our corporate brand and our consumer facing brands (our fuel poverty programmes). Leverage existing media relationships and cultivate new contacts within industry media.</li> <li>• Prepare annual tactical marketing plan in collaboration with the Head of Marketing, using company strategies to guide and focus ideas. And a monthly status update to communicate and document progress.</li> <li>• Conceive, write and publish press releases, newsletters, ads, blogs, and other digital and print materials, that resonate with the our target market across all our brands.</li> <li>• Develop a cohesive strategy for and between the Company website, social media and other digital resources and media.</li> <li>• Keep the Company website vital through constantly fresh and current content</li> <li>• Use marketplace insights to develop written and visual content that engages stakeholders and customers.</li> <li>• Ensure all content is on-brand, consistent in terms of style, quality and tone of voice.</li> <li>• Respond to messages, comments, and mentions on all platforms.</li> <li>• Manage media enquiries and interview requests.</li> <li>• Collaborate with our project managers, external partners, and industry experts to produce relevant content that meets the needs of both internal audiences and external customers, programmes and prospects.</li> <li>• Conduct periodic competitive audits.</li> </ul>

	<ul style="list-style-type: none"> <li>• Maintain an understanding of industry trends affecting customers in the energy and fuel poverty sector and make appropriate recommendations regarding communication strategy surrounding them, as well as internally communicating them via the weekly news roundup.</li> <li>• Assist with event planning, including working with partners, event coordinators, and design teams for on-site collateral.</li> <li>• Other: Any other reasonable duties commensurate with the post, which may be allocated from time to time. All employees are responsible for their own health and safety and must adhere to the company's HSE guidelines.</li> </ul>
<b>Dimensions of Role</b>	The job holder will report directly to the Head of Marketing & Communications and will be expected to work in close collaboration.
<b>Working Relationships</b>	Close working relationship with colleagues, marketing & design agencies, print suppliers.
<b>Skills, Knowledge and Expertise</b>	
<b>Essential Knowledge and Qualifications</b>	<ul style="list-style-type: none"> <li>• Minimum of 3-5 years' experience in public relations, corporate communications, website development and content marketing.</li> <li>• Strong relationships with industry media outlets</li> <li>• Proven track record designing and executing successful public relations campaigns</li> <li>• Proven ability to develop and execute tactical marketing plans</li> <li>• Proficiency in creating, editing, and promoting written, visual, and digital content.</li> <li>• Ability to develop content consistent with the Company's brand voice, style and tone.</li> <li>• Understanding of the top media channels in the industry, which content and approaches work on each, and why.</li> <li>• Clear articulation of the business goal behind the creation of a piece of content.</li> <li>• Ability to manage a set of goals involving diverse contributors and content types.</li> <li>• Outstanding writing and editing skills, with a clear understanding of audience.</li> <li>• Ability to interpret complex information, such as government consultations for example, and translate it to simple, effective communications.</li> <li>• Ability to manage multiple complex projects simultaneously</li> <li>• Knowledge of common website CMS systems, and ability to create digital assets.</li> <li>• Computer literacy: highly proficient in MS office, experience of Wordpress CMS, Mailchimp, WIX website builder, Hootsuite social media dashboard, Google Analytics, Google Search Console</li> <li>• Social media: experienced user of all social media channels (Twitter, Facebook, TikTok and Instagram and able to create content and report appropriately on campaign success.</li> </ul>
<b>Desirable Skills and experience</b>	<ul style="list-style-type: none"> <li>• Knowledge of the energy efficiency and fuel poverty sector preferred but not essential</li> </ul>
<b>Person Specification</b>	<ul style="list-style-type: none"> <li>• Impeccable verbal and written communication, time management and organisation skills</li> <li>• Ability to manage and prioritise multiple tasks</li> <li>• Ability to work under pressure and to tight deadlines</li> <li>• Team player</li> <li>• Self-motivated, driven and proactive</li> <li>• Ability to maintain highest level of confidentiality</li> </ul>