

THE EUROPEAN MARINE ENERGY CENTRE

JOB DESCRIPTION AND PERSON SPECIFICATION

MARKETING OFFICER

Reports to: Commercial and Marketing Manager

Purpose: To deliver the communications work package for the ITEG (Integrating Tidal energy into the European Grid) project and support development and implementation of EMEC's hydrogen marketing strategy.

Responsibilities

1. **Lead delivery of ITEG communications work package:** preparing and monitoring project deliverables and activities in communications.
2. **Develop and implement ITEG communications strategy and action plan:** working with project partners to coordinate communications efforts to ensure deliverables, findings and results of the project reach the correct target audience to maximise the project's impact
3. **Support the development and implementation of EMEC's hydrogen marketing strategy:** including PR, branding, event management and industry market research.
4. **Develop and disseminate ITEG and hydrogen marketing resources:** including website and relevant social media channels, brochures, exhibition materials, presentations and photo/video library.
5. **Support the organisation and hosting of ITEG and hydrogen related visits to EMEC and Orkney:** delivering presentations on EMEC, ITEG, hydrogen and marine renewables to visitors, providing tours of EMEC's facilities, and assisting in organising visits.
6. **Improve community engagement on ITEG and hydrogen in Orkney:** organise and promote sponsorship of local relevant organisations/charities and raise ITEG profile via liaison with local community groups.
7. **Ensure that the EMEC Integrated Management System is adhered to:** assist the Quality Manager and others with identifying and progressing improvement actions, supporting EMEC's accreditation by the UK Accreditation Service (UKAS) or other relevant body.
8. **Support Commercial Team:** other duties as directed by the Commercial and Marketing Manager, Hydrogen Development Manager, and/or Senior Business Development Manager.

Reports: There are no direct reports to this position.

PERSON SPECIFICATION

Education

Essential – Degree level education in a marketing or scientific discipline.

Skills & Knowledge

Essential – marketing best practice; branding best practice; public relations best practice; excellent communication verbally and in writing; numerate with an eye to layout and detail; computer literate (MS Office and similar) and familiar with IT hardware.

Desirable – design skills; foreign language skills (German / Scandinavian languages); basic knowledge of marine renewables and hydrogen sector; knowledge of the local area.

Personal Attributes

Essential – articulate, good listener; organised completer-finisher; self-motivated, persistent and tenacious; team worker; confident with meeting people; demonstrable willingness to learn in the course of the job; positive bias towards renewable forms of energy.

Desirable – artistic; interested in science / technology and innovation

Experience

Desirable – Two years' experience in a related role; public speaking; web management; design experience; public/media relations; event management.

Special Conditions Associated with the Role

1. Some periods of lone working required without close supervision
2. Some infrequent national and overseas travel may be required with trips up to two weeks' in duration.