

**THE EUROPEAN MARINE ENERGY CENTRE**  
**JOB DESCRIPTION AND PERSON SPECIFICATION**  
**PROJECT MARKETING OFFICER**

**Reports to:** Marketing & Communications Manager

**Purpose:** Deliver marketing and communications for EMEC projects.

**Responsibilities**

1. Support the delivery and analysis of EMEC's marketing strategy through PR, branding, events and market research, keeping up-to-date records of activities.
2. Support communications and dissemination of EMEC projects: develop and implement communications plans to a high standard, within time, budget and to a high level of client satisfaction:
  - Support delivery of communications work packages, managing and coordinating communications deliverables and activities (PR, digital, events, media engagement, content creation);
  - Ensure contractual obligations are adhered to;
  - Regular liaison with project partners;
  - Manage communication work package budgets;
  - Monitor and report on deliverables, milestones, stage gates and financial claims and present at steering group meetings.
3. Help organise and host visits to EMEC; delivering EMEC presentations promoting the company, ocean energy and green hydrogen to visitors and providing tours of EMEC's facilities.
4. Ensure that the EMEC Integrated Management System is adhered to and 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.
5. From time to time, carry out other assignments which may differ from the above as instructed by the Marketing and Communications Manager.
6. Work closely and flexibly with other EMEC staff from across the business.

**Reports:** There are no direct reports to this position.

## **PERSON SPECIFICATION**

### **Education**

Essential – Degree level education in marketing or related subject.

### **Skills & Knowledge**

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

Desirable – creative design skills; foreign language skills; basic knowledge of ocean energy, hydrogen and/or energy systems sectors; 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 on the job; positive bias towards renewable energy.

Desirable – artistic; interest in science, technology and innovation.

### **Experience**

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

### **Special conditions associated with the role:**

1. Periods of lone working required without close supervision.
2. Some overseas travel may be required with trips unlikely to go beyond one week duration.