

THE EUROPEAN MARINE ENERGY CENTRE
JOB DESCRIPTION AND PERSON SPECIFICATION
ORKNEY RENEWABLES MARKETING OFFICER

Reports to: Marketing & Communications Manager

Purpose: Develop and deliver an Orkney renewables marketing plan to promote the progress being made and challenges that the islands face in pursuit of a net zero future.

Responsibilities:

1. Manage and update EMEC website, social media accounts and associated online platforms.
2. Coordinate Orkney renewables engagement activities including conferences, events, media engagement, sponsorship and awards applications.
3. Develop Orkney renewables digital and print resources including leaflets, exhibition materials, presentations, and photo/film library.
4. Content creation: Copywriting/editing communications materials, video editing, producing content for sharing across various platforms (including press releases, blogs, newsletters, website and social media).
5. Support delivery of communications work packages in projects.
6. Manage and host industry and media visits to Orkney, delivering presentations, providing tours and developing itineraries.
7. Ensure that the EMEC Integrated Management System is adhered to, assisting 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 EMEC's Commercial Team and carry out other duties as directed by line management.

Reports: There are no direct reports to this position.

PERSON SPECIFICATION

Education

Essential – HND or Degree level education in marketing or related subject.

Desirable – Qualifications related to renewables

Skills & Knowledge

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

Desirable – project planning; design skills; basic knowledge of renewable 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; ability to interact well and familiarise with other disciplines, especially technical aspects.

Experience

Desirable – public speaking; website and social media; design experience, public/media relations; event management.

Special conditions associated with the role:

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