

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

Reports to: Marketing & Communications Manager

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

Responsibilities:

1. Lead development of Orkney energy trail (digital and physical resources).
2. Manage and update websites and social media.
3. Coordinate engagement activities including conferences, events, media, sponsorship and awards applications.
4. Develop digital and print resources including leaflets, exhibition materials, presentations, and photo/film library.
5. Create content for sharing across various platforms including press releases, blogs, videos, newsletters, website and social media.
6. Support project communications.
7. Manage and host industry and media visits to Orkney, delivering presentations, providing tours and developing itineraries.
8. 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.
9. 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 – excellent communication verbally and in writing; numerate with an eye for layout and detail; computer literate (MS Office and similar) and familiar with IT hardware.

Desirable – copywriting/editing; project planning; design skills; knowledge of the local area; knowledge of renewable energy.

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; event organisation.

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 off-island travel may be required with trips unlikely to go beyond one week duration.