

Communications Officer - London

This is a permanent role

Salary: £30,000 a year

Energy 4 Impact is a non-profit organisation that seeks to alleviate poverty in sub-Saharan Africa by helping the private sector to accelerate access to energy. Our head office is in London, but about 90 of our 100 staff are based in our regional offices in Kenya, Rwanda, Tanzania, Uganda, and Senegal.

We have operated in Africa for the past 11 years and have a strong portfolio of energy SME clients, employing a range of business models and technologies, including green mini-grids, solar lighting, distributed solar home systems, clean cook-stoves, biomass-based fuels and ancillary services such as metering and PAYG. Since it was founded in 2006, Energy 4 Impact has supported over 3600 businesses and those businesses have created over 9,000 jobs, raised \$111 million and enabled 15.5 million people to get access to energy. For more information see <https://www.energy4impact.org>

Energy 4 Impact is looking to recruit an experienced bi-lingual Communications Officer (native English speaker with outstanding knowledge of written and spoken French) for our Head Office in London, UK.

The post-holder will work as part of a small team reporting to the Head of Communications, seeking to enhance the profile, reputation and visibility of the organisation internationally among our target audiences. The role is wide and varied, including the creation of engaging content and dissemination through a variety of channels and specialist networks.

The candidate will have proven experience in writing well researched, thought provoking, compelling copy for blogs, publications, presentations, pitches, videos, websites; managing website content and using a variety of media channels to engage with audiences.

Responsibilities include:

- Provide support to the programme, business development and communications teams with the preparation of promotional and marketing materials (brochures, infographics, factsheets, presentations and corporate publications such as the Annual Review and newsletters).
- Review Energy 4 Impact's research studies, reports, knowledge pieces, repurpose complex information clearly and produce insightful content for a variety of channels and audiences.

- Contribute to the development of our brand through messaging and positioning
- Identify newsworthy and trending stories and seek opportunities to achieve positive media coverage.
- Draft and disseminate press releases, develop and maintain key relationships journalists and bloggers.
- Support the development and maintenance of Energy 4 Impact's bilingual website (on Drupal) and social media channels.
- Support the development of the SEO strategy Google Ad Words campaigns and produce regular analytics reports (through Google Analytics)
- Source high quality photographic material to be used in institutional publications and maintain Energy 4 Impact's photo library up to date.
- Manage the production of videos
- Support the communications and programme teams in the delivery of marketing and awareness campaigns.
- Maximise the reach and impact of communications working within tight budgets.

PERSON SPECIFICATION, QUALIFICATIONS AND SKILLS

- Outstanding writing skills in English (at native level) and in French.
- Strong background in copywriting, digital marketing or journalism and an eye for a good story.
- A good understanding of corporate branding and positioning.
- Good all-round knowledge of a broad range of communications: marketing, press, PPC advertising, website, social media engagement, events, print and broadcast media.
- A strong creative streak and brimming with exciting, creative and fresh ideas.
- Previous involvement in the management of media briefing and press events.
- Minimum 3 years' relevant experience of working in a communications and media relations environment for NGOs or development organisations.
- Bachelor's degree in Mass communication, Journalism, Public relation, English or equivalent would be desirable.
- Prior knowledge of the issues relating to energy access would be an advantage.
- Highly motivated and organised – able to manage a varied workload to tight deadlines with a strong attention to detail.
- A team player, a good “people person”, able to develop strong collaborative working relationships across the organisation, and to work on own initiative.
- Experience in working in an international environment.
- Familiarity with editing and managing websites on CMS (Drupal 7) and social media channels.

How to apply: If you feel this role matches your skills and experience, please send your application including: a cover letter indicating your desire to work with Energy 4 Impact; a detailed CV highlighting relevant experience, details of current position; examples of your best published work and a daytime phone contact and email address to info@energy4impact.org using “Communication” as reference, by Sunday, 8th October 2017.

Only shortlisted candidates will be contacted.