



SOUTH EAST LONDON COMMUNITY ENERGY

www.selce.org.uk

powering a cleaner, fairer future

Social media and digital officer

Salary: £150-200 day, commensurate with experience.

Status: 2.5 days per week, either PAYE or Freelance

Benefits: PAYE, with 4% pension contribution and 12.5 day holiday.

Length of contract: Until March 30th, 2025 with the possibility of extension.

Schedule/ hours: Provision for flexible working. Some evening or weekend events.

Work Location: Hybrid with an office base at The Forum @ Greenwich (Selce), and may be required to work in Greenwich, Lewisham, Bromley and Bexley.

To Apply

Please email your CV and cover letter, responding to the job description below, to flavia@selce.org.uk with the Subject line 'Social media and digital marketing officer'

Recruitment Timeline

Applications close: 5pm, 20 September 2024

Applications reviewed: 23-25 September 2024

Interviews: 8-9 October 2024

Start date: From October 15 2024

South East London Community Energy is an award-winning energy member-led cooperative. We believe in creating a fair and just energy transition by building distributed and renewable energy systems, reducing local energy demand, and leaving no one behind in the process.

To date we have installed 11 solar arrays in our local area, helped 5 community buildings retrofit their lighting systems and supported over 4,000 people reduce their energy bills who are in or at risk of fuel poverty.

It is our 10th anniversary this year and we are looking to extend our local and national reach across our different project areas. This role will focus on promoting three strands of our activities:

- Community Financed Solar: our upcoming 5th share offer is our largest to date
- Raising awareness of retrofit at a local level and increasing engagement with our pilot Future Fit Homes and Love Lofts programmes.



We're looking for a social media and digital wiz who can:

- Keep Selce's website up to date
- Manage our monthly newsletter and support the delivery of The Energy Advice Bulletin on Mailchimp.
- Develop and execute social media campaigns for various platforms, including Twitter, Instagram, Facebook, Twitter, and Linked in.
- Create and share engaging content, including text images and videos that promote Selce and its key values.
- Ensure that the social media strategy aligned with company goals and values
- Measure the success of social media campaigns using KPIs
- Stay on top of current social media trends and evaluate how the company can best participate
- Monitor client engagement and interact with clients and local groups on social media posts and platforms
- Moderate social media platforms
- Collaborate with other departments to ensure content is informative and appealing

Skills & Experience

- Proven experience of delivering successful social media campaigns
- Knowledge of SEO and Google analytics
- Experience of Buffer or other social media management tools
- Strong creative mindset
- Excellent organisational and multitasking skills
- Proficiency with Microsoft Office and Canva
- Excellent written communications skills
- Knowledge of multiple online marketing channels, such as Next Door
- Proficiency with Wordpress

For more information about the role and Selce please contact Flavia Bertram, flavia@selce.org.uk.