

STUDENT
ENERGY

YOUTH ENERGY OUTLOOK DIGITAL ENGAGEMENT LEAD

POSITION DESCRIPTION

Student Energy is a Canadian charity building the next generation of energy leaders. We are a hard-working, fast paced team devoted to youth empowerment in the world of energy. Our team punches above its weight to develop innovative programs, meaningful international partnerships, and serve our community of young energy changemakers. Check out our [Theory of Change](#) to see what we do and why.

Student Energy is looking to hire a full-time fixed term (40 hours per week) Digital Engagement Lead to support our [Global Youth Energy Outlook](#) project. Student Energy's Global Youth Energy Outlook is designed to be the definitive tool for understanding what today's youth, 18 to 30 years old, want for the future of energy and. Focused on the energy transition and cleantech innovation through 2030, the Youth Energy Outlook will provide the global youth vision for the 2030 energy scenario, including priority actions by region, time-bound milestones, and pathways for the private and public sector to partner with young people to achieve this future.

The Youth Energy Outlook Digital Engagement Lead will **lead and project manage the digital marketing strategy for the Outlook**, to extend Student Energy's outreach, and to effectively communicate the findings from the project to Student Energy's global audience.

RESPONSIBILITIES

The Digital Engagement Lead will be supervised by the Communications Manager and work with them to build traction for the process and messaging from the Outlook, through digital content creation, social media marketing, and writing for media and blogs. The Digital Engagement Lead will coordinate with Student Energy's strategic and media partners, leverage our Outlook Knowledge Partner's networks, and build new relationships with media to communicate the message of the Outlook and create opportunities for the global Regional Coordinators to speak to their experience.

This role has the following responsibilities:

- Curate all communications content for Student Energy's Global Youth Energy Outlook.
- Develop new marketing and social media campaigns for the Outlook.
- Build relationships with press and media to set up digital press conferences and other coverage of the Outlook.
- Create speaking opportunities for Student Energy team members and the ten youth Regional Coordinators.
- Continually evolve and monitor Student Energy's Outlook communications strategy.
- Record all Monthly Analytics.
- Support and participate as needed in key engagement points through 2020 to build a profile of the Outlook's findings, partners and youth participants.
- Support with the report launch planning at COP26 in Glasgow.
- Other tasks as assigned.

CANDIDATE REQUIREMENTS

Key Requirements:

- Passionate about energy and sustainable energy systems.
- Experience writing for communications.
- Mastery of English writing and grammar.
- Flexible and adaptable to a quickly changing workflow.
- Creative, go-getter with natural curiosity.
- Desire to build or improve upon leadership skills.
- Experience working with a team to achieve a common goal.
- Interest in community building and inspiring an interest energy issues among university students.
- Self-motivated and driven to produce quality results.
- Must be an independent worker as some of the job may be remote.
- Must be eager to learn new skills, and ready to take on whatever comes next.
- The successful applicant must have access to a computer as one will not be provided.

Applicants must meet eligibility requirements:

- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

Assets:

- Demonstrated experience in media relations.
- Youth and public engagement experience.
- Ability to speak multiple languages is a strong asset.

Note, if you do not feel that you qualify, but you are interested in the position and are willing to learn please apply. We are interested in a diverse team and willing to train the right person. Explain why you want the position and why you think you should be considered in your cover letter.

COMPENSATION

The Digital Engagement Lead will receive \$19/hour and work full-time up to 40 hours per week between September 28, 2020 and March 31, 2021.

PLEASE NOTE:

We are currently working in a remote work environment during the present COVID-19 situation. We are well-prepared for remote work and expect no interruptions to this position – we are hiring regardless of whether the work is completed remotely, or in-person at our office in Vancouver, B.C., once it is safe to do so. You must provide your own laptop for this position.