

STUDENT
ENERGY

STUDENT ENERGY DESIGN AND MEDIA COORDINATOR

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) **Design and Media Coordinator** to assist with graphic design, growing Student Energy's audience on social media platforms, and creating engaging digital content for Student Energy's [website](#), newsletters, and energy education resources. The Design and Media Coordinator will also use graphic design and social media to creatively tell the stories of young people who are working to transform the energy system.

RESPONSIBILITIES

The Design and Media Coordinator will be supervised by the Internal Communications Manager and work with them to design professional, engaging digital content, and will have a lead role in shaping Student Energy's voice on social media platforms. The Design and Media Coordinator will frequently coordinate with Student Energy's global youth network, build new relationships with communications and media partners, and create opportunities to share the work of Student Energy's program participants and alumni.

This role has the following responsibilities:

- Design and curate communications content for Student Energy's social media platforms and blog
- Engage with Student Energy's digital community, and develop the organization's distinctive voice across platforms
- Develop and implement campaigns to communicate the impact of Student Energy's programs and alumni
- Support with designing visually appealing content (including reports) that conveys energy and climate change topics in an accessible and engaging way
- Regularly evaluate whether communications content is reaching new, diverse audiences, and track Monthly Analytics.
- Other tasks as assigned.

CANDIDATE REQUIREMENTS

Key Requirements:

- Experience with Adobe Creative Suite or equivalent design software (in particular Illustrator, InDesign, and some Photoshop), as well as Canva to design professional, engaging graphics

- Experience with social media strategy and growing virtual audiences and engagement rates
- Passionate about energy and sustainable energy systems.
- 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.
- Self-motivated and driven to produce quality results.
- The successful applicant must have access to a computer as one will not be provided.

Assets:

- Demonstrated experience in media relations or social media outreach.
- Understanding of social media analytics, advertising, and SEO.
- Youth and public engagement experience.
- Ability to speak and write in 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, TERM, LOCATION

The Alumni Network Coordinator initial term will be 6-7 months, starting between May 15 and June 1, 2021, and ending December 31, 2021, with the possibility of contract extension for the right candidate.

Student Energy offers compensation at competitive non-profit rates, and this can be discussed in an interview setting.

Location is flexible for this position as Student Energy has transitioned to a virtual work environment.

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.