

COMMUNITY COORDINATOR

POSITION DESCRIPTION

Student Energy is a global 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 (40-hours per week) Community Coordinator to help grow our digital audience, build communications and media partnerships, manage a multi-platform social media strategy, gather analytics, and execute creative communications projects that engage and provide value to our community.

As a rapidly-growing organization, we are exploring new, innovative ways to empower more young people to take action on energy. Our digital media efforts are a key part of this equation, so we're looking for a dynamic, creative team member who can help build and maintain our online brand.

Reporting to the Director of Communications and Policy, the Community Coordinator will set and executive the strategy for all social media communications, digital marketing, produce video and graphic content, and build media relationships to consistently communicate Student Energy's mission, stories and programs.

PROJECTS WILL INCLUDE

- **Managing Student Energy's content streams** across social media platforms, including existing campaigns such as "Student Energy Stories", "Energy 101", and new projects
- **Producing creative content** that communicates energy and climate issues, with a strong focus on storytelling, through media such as Reels/TikToks, blog posts, short films, and blog posts
- **Gathering regular data and analytics** to assess the success of communications campaigns, and identifying Student Energy's brand positioning
- **Building and maintaining an active media outreach database**

RESPONSIBILITIES

- Managing Student Energy's multi-platform social media content calendar, including developing original posts and campaigns, and scheduling submitted content
- Researching and engaging regularly with Student Energy's digital audience, understanding trends, and pivoting social media campaigns as necessary
- Leading strategies for digital content and track success metrics and insights. This includes recording monthly social media and website analytics, collecting regular feedback from our audience, and preparing recommendations for the wider team on what works and doesn't work
- Developing an understanding of targeted ads, digital marketing, and SEO, with the aim of enabling Student Energy to reach a more diverse global audience of young people to apply for programs

STUDENTENERGY

- Ensuring that all external communications materials and social media platforms are up to date with current branding and messaging
- Managing the Quarterly Newsletter, and press releases
- Keeping track of and sharing breaking energy, youth and environment stories in Canada and globally
- Developing Public Relations and Media Relations strategy, and creating a database of media contacts
- Actively seeking out aligned storytelling and media opportunities to raise the profile of young people taking action on energy
- Other tasks as assigned

LEADERSHIP AND STRATEGY

- The Community Coordinator will have the opportunity to lead communications initiatives and suggest programs or projects that will enhance the mission of Student Energy.
- For the right candidate, this position could develop into the role of Community Manager.

GENERAL REQUIREMENTS

- Passionate about energy and sustainable energy systems, and youth empowerment
- Strong understanding of climate action and social justice discourse in the youth advocacy space, and on social media. An ability to effectively translate complex issues into simple but powerful narratives and messages that resonate with people is important for this role.
- Passion for understanding needs and issues of the target communities Student Energy serves
- Experience communicating about energy, environmental, and social justice issues (written, spoken, video, design)
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Self-starter, able to work independently, problem solve, and reach out to new prospective partners and collaborators
- Creative thinker willing to experiment with communications to effectively reach new people and international audiences

SPECIALIZED SKILLS FOR THE ROLE

- Experience in a relevant non-profit, corporate, community, or government role and managing relationships with diverse stakeholders
- Experience managing social media channels and websites using content management systems (SkedSocial, HootSuite, Later)
- Proficiency using graphic design and video editing tools (Canva, Adobe Premiere Pro, InDesign, Illustrator)
- Editorial experience (assignment, copy, web content, etc.)

ASSETS

- Research skills (literature review, synthesis, report writing)
- Media relations experience: working for media, getting earned media placed and/or responding to media requests
- Graphic design skills and advanced understanding of graphic design and video editing software
- Website management skills and understanding of web architecture

- Additional language skills, strong preference for French language speakers

COMPENSATION AND TERM

The Community Coordinator term will be one year, starting between July 25th and August 8th, 2022, with the possibility of a contract extension for the right candidate.

This position is open to Canadian and international applicants. Location is flexible for this position as Student Energy has transitioned to a virtual work environment. Student Energy offers compensation at competitive non-profit rates, and this can be discussed in an interview setting.

Please do not hesitate to reach out to us, at shakti@studentenergy.org, if you have any questions in the process of preparing your application.

Note: If you are not sure 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 are willing to train the right person. Explain why you want the position and why you think you should be considered in your cover letter.

We sincerely thank all candidates for their interest. However, only those selected for an interview will be notified. No phone calls please.