

COMMUNICATIONS MANAGER

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) Communications Manager to help build communications and media partnerships, grow our digital reach, manage a multi-platform social media strategy, manage a team of social media coordinators and graphic designers, assess 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 Senior Director of Programs and the Executive Director, the Communications Manager will set and execute 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. For the right candidate, this position could develop into the role of Communications Director.

KEY PROJECTS:

- **Student Energy's Communications Strategy:** Develop and implement comprehensive communication strategies aligned with the Student Energy's mission and annual goals. These include reaching new target audiences, developing key messages, and effectively using communication channels to engage our global community of youth and partners.
- **Brand Management:** Ensure consistent and compelling brand representation across all communication materials and channels. Continue to develop Student Energy's brand guidelines, and work with the Communications team to create visually impactful and cohesive designs that align with our brand identity.
- **Content Creation and Social Media Review:** Generate creative ideas and oversee the creation of engaging and informative content for various communication platforms, including Student Energy's social media, website, newsletters, press releases, and social media. Collaborate with SE's Community Coordinator to review and finalize multimedia content, such as posts, videos, and social media toolkits.
- **Media Relations and Publicity:** Cultivate a network of media outlets, journalists, and other organizations to expand opportunities for Student Energy to share our work, and for program participants to share their stories. Develop and review press releases, media kits, and pitches to proactively communicate Student Energy's initiatives. Act as a spokesperson when needed.

TASKS AND RESPONSIBILITIES:

- Ensuring that all external communications materials, the Student Energy website, and social media platforms are up to date with current branding and messaging through regular reviews.
- Reviewing and approving content for the Quarterly Newsletter, press releases, and announcements.
- Giving constructive and clear feedback to graphic design and social media team leads to produce high-quality, professional content.
- Developing Public Relations and Media Relations strategy, and creating a database of media contacts
- Keeping track of important news, trends, language, and content related to energy, youth, and environmental issues in Canada and globally.
- Actively seeking out aligned storytelling and media opportunities to raise the profile of young people taking action on energy.
- Reviewing and helping to manage Student Energy's social media calendar and engagement, including collaboratively developing original posts and campaigns.
- 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 analyzing 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
- Communicating new initiatives, changes in messaging, new communications assets, and other important updates to the wider Student Energy team.
- Other tasks as assigned

GENERAL REQUIREMENTS:

- 2+ years of experience working as part of a Communications team, and demonstrated experience in some, or all, of the following areas: social media content creation, media relations, internal communications, email outreach, executing communications campaigns, growing digital following, web development and support, proofreading, video editing or directing.
- 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.
- Excellent writing/editing and verbal communication skills
- Self-starter, able to work independently, problem solve, and reach out to new prospective partners and collaborators.

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SPECIALIZED SKILLS FOR THE ROLE

- Experience in a relevant non-profit, corporate, community, or government role and managing relationships with diverse stakeholders and partners.
- Experience managing social media channels and websites using content management systems (SkedSocial, HootSuite, Later, etc.)
- Proficiency using graphic design and video editing tools (Canva, Adobe Premiere Pro, InDesign, Illustrator), or understanding these tools well enough to give clear guidance and feedback on design products.
- 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 Spanish or French language speakers.
- A strong track record as a leader and implementer who thrives on managing a variety of key initiatives concurrently.
- Passionate about energy and sustainable energy systems, and youth empowerment.

COMPENSATION AND TERM

The Communications Manager term will be one year, starting between August 1st and August 24th, 2023, with the possibility of a contract extension for the right candidate.

This position is open to applicants based in Canada, or with eligibility to work in Canada. Location is flexible for this position as Student Energy has transitioned to a virtual work environment.

The Communications Manager will receive \$50,000-63,000 annual equivalent salary, commensurate with experience, and work full time up to 40 hours per week. Student Energy offers a competitive benefits package, opportunities for professional development, and a flexible work schedule.

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.