

COMMUNICATIONS 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) Communications Coordinator to help grow and manage external communications and our social media platforms, build our digital reach, produce compelling and engaging content about our initiatives in various mediums and for different platforms, assess social media analytics, and support in creative communications projects that engage and provide value to our global community.

As a rapidly growing organization, we are exploring new, innovative ways to empower more young people to take action on energy. Our social media and external communications 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 Communications Manager, the Communications Coordinator will lead content creation for social media, implement Student Energy's social media strategy, and build media relationships to consistently communicate Student Energy's mission, stories, and programs.

KEY PROJECTS:

- **Manage Student Energy's social media platforms, Social Media Calendar, and Social Media Request Form:** Plan and schedule up to 1-2 weeks in advance the Social Media Calendar, ensuring there is a wide variety of timely and relevant content of various mediums to reach our target audiences.
- **Implement external communications strategy:** Working with the Communications Manager and the Senior Information Designer to build and implement a communications strategic plan. The Communications Coordinator will focus on tracking social media, ensuring consistent language and brand representation that align with Student Energy's mission, and propose ideas for campaigns to reach target audiences and regions.
- **Content Creation:** Produce graphic and multimedia content for social media aligned with Student Energy's external communications strategy. Follow current trends and general discourse on climate change and energy to amplify important youth stories.
- **Analytics and impact metrics:** Gather and analyze social media analytics and impact metrics.
- **Media Relations:** Build 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 press releases, media kits, and pitches to communicate Student Energy's initiatives proactively.

TASKS AND RESPONSIBILITIES:

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- Manages Student Energy's social media platforms.
- Production of graphic design and multimedia content for social media aligned with Student Energy's language and branding guidelines.
- Actively researching and preparing impactful feature stories from Student Energy's youth network and alums.
- Regularly engaging Student Energy's digital audience to understand communications trends and pivoting social media campaigns as necessary.
- Designing and maintaining templates aligned with Student Energy's branding and style guide in Canva.
- Research, write, design, and schedule Energy 101 content.
- Gather and analyze social media data, analytics, and impact metrics.
- Drafting content for the Quarterly Newsletter, impact reports, blog posts, press releases, and organization announcements.
- Regularly seeking out new media outlets, journalists, and related organizations and updating Student Energy's media database in Salesforce.
- Collecting and organizing the Media Consent and Release form for every youth story feature produced.
- 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 opportunities and media opportunities to raise the profile of young people taking action on energy.
- Act as liaison between Communications and Partnerships teams, and support with strategic communications for special projects when needed.
- Join external calls and meetings to take notes and identify important dates and follow-up action items.
- Other tasks as assigned

GENERAL REQUIREMENTS:

- 1 year work experience in a discipline related to public relations, marketing, graphic design, media production, film, and/or journalism, with demonstrated experience in some, or all, of the following areas: social media content creation, media relations, external communications, email outreach, executing communications campaigns, growing digital following, web development and support, proofreading, video editing, copywriting, and marketing.

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- Excellent writing/editing and verbal communication skills.
- Self-starter, able to work independently, problem solve, and reach out to new prospective partners and collaborators.

SPECIALIZED SKILLS FOR THE ROLE

- Experience with Canva Pro, Adobe Creative Suite (Premiere Pro, InDesign, Illustrator, and Photoshop) and/or equivalent design software
- Experience managing social media channels and websites using content management systems (Loomly, Sked Social, Hootsuite, etc.)
- Editorial experience (assignment, copy, web content, etc.)
- Photography and videography experience is an asset, but not required

ASSETS

- Strong ability to synthesize complex concepts into simple and compelling stories
- An understanding of web architecture
- Additional language skills, strong preference for Spanish or French language speakers.
- Passionate about energy, sustainable energy systems, and youth empowerment.

Please note that shortlisted candidates will be asked to provide a portfolio or links to work samples covering any of the following: graphic design, content creation, or writing works.

COMPENSATION AND TERM

The Communications Coordinator term will be one year, starting between December 16, 2024 and December 18, 2024, 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 Coordinator will receive \$42,000 - \$52,000 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 communications@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 invite all qualified candidates to apply by 11:59PM PDT on Wednesday, December 3.

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