



# Applicant Pack

## Digital Communications Support

May 2025 Recruitment



## Applicant Pack

**Job Title:** Digital Communications Support

**Location:** Plymouth (with flexible/home working options)

**Contract Type:** Permanent

**Hours:** Full-Time, 37 hours per week (Monday to Friday, with occasional weekends)

**Starting Salary:** £25,975- £27,793 per annum, based on experience, with opportunities for progression (part time considered)

**Start Date:** As soon as possible

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### About Plymouth Energy Community

Plymouth Energy Community (PEC) is a pioneering charity and social enterprise committed to creating a fair, affordable, and clean energy system. Our mission focuses on tackling fuel poverty, improving cold and damp homes, and increasing renewable energy generation. As we expand our impact and our organization, we are seeking a compassionate, value-driven, and self-motivated individual to join our team.

### Role Overview

As a Digital Communications Support you will use your creative skills to engage our audiences and play a crucial role increasing public engagement in our fuel poverty, energy efficiency, and community initiatives.

Working within our Communications team, you'll support digital communications needs across the PEC family, including our Energy Advice, Renewables and Retrofit teams.

You'll be skilled at and relish the challenge of bringing sometimes technical and complex subject matters to life through creative storytelling.

### You will be responsible for:

- **Social Media**– producing and curating/repurposing relevant content on a day-to-day basis to ensure our feeds remain engaging.
- **Website**– updating and adding content to our website. In particular working with our advice teams to ensure the website 'Advice Portal' is regularly updated with accurate relevant articles, and the 'News' page is also updated.



- **Hub** – producing accessible advice content for the digital screens in our shopfront, the 'Hub'.
- **Content planning** – creating content plans for projects as part of the communications team based on communications strategy, and ensuring these are delivered coherently across platforms.
- **Marketing campaign content** – Supporting the team as needed with content for marketing campaigns such as for Future Fit, solar share offers and campaigns.
- **Communications Strategy** – Working with the team to hone and develop our communications strategy.
- **Audience insight** – gathering and presenting performance analytics to better understand our audiences and track progress against key performance indicators.
- **Systems Support:** Aid in the implementation and improvement of PEC's systems and processes.

### About You:

We are looking for a team player who is:

- Skilled in design and content production with a keen attention to detail.
- Creative and collaborative, comfortable working within a small team.
- Capable of managing multiple priorities independently and effectively.
- Compassionate and inclusive, with a passion for supporting people and improving their circumstances.
- Comfortable working remotely and traveling frequently within Plymouth.
- Open to feedback and dedicated to continuous improvement.
- Interested in the day-to-day work of retrofit, energy advice and renewable energy.

### What We Offer:

- **Leave:** 25 days per annum plus bank holidays, with an additional day per year up to 5 years.
- **Flexible Working:** Full-time hours (37 per week) with flexibility.
- **Hybrid Working:** Plymouth office base plus work from home
- **Health and Wellbeing:** Health and wellbeing cash plan and a 24/7 confidential employee support service.
- **Pension:** Ethical pension scheme with a 5% salary contribution matched by PEC.
- **Family Support:** Enhanced maternity, paternity and family leave
- **Life Assurance:** Death in Service benefit – 4x annual salary.
- **Training and Development:** Comprehensive training and development opportunities.

## Application Process:

To apply, please submit the following:

- **CV:** Include your past and current salary level.
- **Covering Letter:** Detail your reasons for applying, the skills you bring, and why you would succeed in this role.
- **2-3 Examples of creative work** you have produced that demonstrate relevant creative skills, such as; graphic design, creative written content, video, socials content, photography. (If this proves difficult via the link, please email them separately to [pecrecruitment@plymouthenergycommunity.com](mailto:pecrecruitment@plymouthenergycommunity.com))

Apply via the link: <https://system.citrushr.com/Job?uid=krktjtablwxbqbkttdot>

**Application Deadline: Monday 2<sup>nd</sup> June 9am**

**Interviews: Planned for week commencing 16<sup>th</sup> June**

## Equality, Diversity and Inclusion:

Please note that we take equality, diversity and inclusion very seriously. The interviews will be normally held in person but alternative arrangements can be made if this is preferred or not possible. The interview questions will be provided in advance.

Shortlisted candidates are asked to let us know if they have any specific requirements.



### Real Living Wage:

We are a Real Living Wage Employer. We are committed to ensuring our wages meet the cost of living.

## Further Information:

For more about us, visit [Plymouth Energy Community](https://www.plymouthenergycommunity.com).

If you require this information in an alternative format or wish to discuss the role informally, please contact us at 01752 477117 or email [pecrecruitment@plymouthenergycommunity.com](mailto:pecrecruitment@plymouthenergycommunity.com). Please also contact us if you would like any assistance making the application via the link above or to let us know if there is something else we could do to help.



## About Plymouth Energy Community

Plymouth Energy Community (PEC) is a multi, award-winning charity and a social enterprise, with a cooperative ethos. PEC's mission is to empower our community to create a fair, affordable, zero carbon energy system with local people at its heart. We are a family of community led organisations bringing forward a range of projects that: bring local people together to tackle fuel poverty and the climate crisis, increase local ownership and influence over local energy solutions; improve community confidence to engage in the zero-carbon transition; and enable people to heat and power their homes affordably.

In 2024 we:

- Supported 1,764 households through casework and negotiated £1,118,370 of total benefits, savings, and grants - putting money back into the pockets of Plymouth people
- Provided retrofit advice to 181 households
- Saved community organisations and schools £214,369 on their energy bills
- Gave 540 primary school children opportunities to learn more about solar power through our Solar Schools programme
- Grew our staff team to 33

PEC is working with local businesses to deliver a pipeline of over 14MWs of new solar arrays; models for community owned renewable heat and providing a domestic energy advice service for those at risk of fuel poverty. In addition, it supports the local authority to administer Government grants to support households during the energy crisis and works closely with local creatives to give Plymouth a profile in Climate Action. PEC has also established a community led housing developer, to focus on the innovation required to deliver affordable homes in a way that is consistent with the UK's carbon reduction targets.

PEC is powered by a passionate and highly skilled team. Resumes for current team members are found [here](#).

PEC Trust (t/a Plymouth Energy Community) is a charitable company limited by guarantee, with cooperative principles built into its articles. The PEC Family also includes PEC Renewables Ltd, and a Community Land Trust called PEC Homes Ltd. Both are established independent Community Benefit Societies. The successful applicant will be working under the care of community representatives acting as Trustees and Directors on these boards.



## Our Purpose, Values & Principles

Our Purpose is to put local people at the heart of a fair affordable, low carbon energy system.

### Our Mission:

- To connect local people, government, and other organisations to speed up positive change on fuel poverty and the climate crisis.
- To increase local ownership, influence, and confidence over local energy solutions
- To enable our city to reduce its energy requirements and help local people heat and power their homes affordably.
- To ensure our activities benefit the fuel poor and most vulnerable.
- To reduce greenhouse gas emissions
- To support our own wellbeing and development, so we can better support our community.

### Our Values and Principles:

**Collaboration:** We are approachable and listen carefully to foster solid relationships with our team, community members, local organisations, and the wider energy sector. We welcome a variety of skills and perspectives and support people to make an impact.

**Transparency and integrity:** We are open about what we are trying to achieve and actively share what we learn. We value the process, celebrate successes and are accountable for the impacts of our actions.

**Care, compassion, and respect:** Our care for the wellbeing of people and the environment, means that we cultivate respectful attitudes, listen, and respond to each other's needs and the needs of the community.

**Community autonomy and benefit:** We are accountable to our community members and all profits go to benefit local action on climate change and fuel poverty.

**Equity:** We offer meaningful opportunities for all to participate.

**Passion and dynamism:** We take pride in what we do. We act professionally with passion and enthusiasm.

**Connection and support:** We connect to the lived experience of the people we support, and those in our team, and adapt accordingly to ensure needs are met to improve wellbeing and offer meaningful and rewarding ways to contribute.

## **Digital Communications Project Support Role Profile**

### **Purpose of role:**

To support the delivery of PECs mission and strategy through the production of digital content that raises awareness and supports participation in PECs energy advice, retrofit, and renewable energy activities.

### **Responsibilities & accountabilities:**

- Generating creative, inclusive, and accessible digital content which supports PECs mission, generating participation in action on climate change, energy and fuel poverty through digital channels such as:
  - Social media platforms; Facebook, Instagram, Tiktok
  - Website
  - Newsletter
  - Shopfront digital screens
- Ensuring all content aligns with brand guidelines and resonates with our audiences
- Planning and scheduling digital content using Hootsuite and Meta Business Suite.
- Creating and updating other print resources and marketing materials using digital design and publishing software.
- Input into the creation and updating of communication and marketing strategies, plans and campaigns.
- Collating analytics and audience insights from our digital platforms for reporting and strategy development.
- Supporting the management and growth of PEC's organisational membership.
- Supporting the implementation and evolution of PEC's organisational systems. Eg care and support, decision making, IT and others.
- Acting as an advocate for Plymouth Energy Community and contribute to its overall aims.
- Maintaining good relationships with communities, contractors, funders and partners.
- Maintaining up to date project and client records.
- Supporting the delivery of project meetings and events.

The role will be line managed by PECs Communications and Engagement Coordinator.

The communications team is accountable to a range of project teams and working groups across the organisation.

All PEC staff are expected to work in support of our Mission and Purpose and to do this in a manner consistent with our Values and Principles; and organisational policies. All team members are expected to ensure they contribute positively to equality, diversity

and inclusion in all aspects of working life at PEC and show a personal commitment to personal and professional development.

## **Person Specification**

### **Attributes and qualities - Essential criteria:**

- Highly motivated and passionate about increasing local action on climate change, energy and fuel poverty
- Ability to organise oneself and others to ensure timely delivery of activities and outputs
- Constructively critical and enquiring; comfortable providing and receiving feedback on creative work
- Creativity and enthusiasm.
- An appetite to learn new skills
- Friendly, with excellent interpersonal skills and a sympathetic manner.
- A flexible and collaborative approach to team work.
- Methodical, organised and self-motivated.
- Thrives in a fast-changing environment.

### **Attributes and qualities - Desirable criteria:**

- A strong administrator, comfortable and competent in data handling and processing

### **Skills and experience - Essential criteria:**

- Three A Levels at grade A–C or NVQ in relevant subject, or relevant work experience
- Experience of planning and delivery of effective social media campaign.
- Use of social media as a campaign tool.
- Effective writing skills with an emphasis on communicating to a non-technical audience / general public.
- Demonstrable competence using software tools such as: Adobe Suite, Canva, Hootsuite, Meta Business Suite
- A competent user of Microsoft Office, (Word, Excel and Outlook).
- Previous experience in either
  - Communications delivered in a high quality customer service environment
  - or
  - Marketing & engagement campaigns
- Ability to complete high quality tasks accurately within a fast-paced environment.



- Supporting colleagues and team members to meet agreed deadlines and targets.
- Providing information accessibly in person, on the phone and by other media.

### **Skills and experience - Desirable criteria:**

- Experience third sector and / or social purpose organisations.
- Demonstrable knowledge of projects relating to domestic energy efficiency, renewable energy or fuel poverty.
- Experience delivering community engagement campaigns and events
- Experience in the delivery of campaigns related to energy, climate change and/or the provision of advice to residents.
- Full UK Driving Licence

### **Pay Evaluation**

This role is categorised as a Level 1 job within PECs Pay Framework ; meaning it requires these broad areas of skills knowledge and competency:

- Routine based tasks, generally working within pre-agreed parameters and receives direction and support.
- Some autonomy for decision making depending on experience.
- Mostly applies expertise and/or technical knowledge to own area of work.
- May deal with financial transactions within set guidelines.
- Establishes and maintains professional relations with relevant internal and external stakeholders.
- No formal line management responsibility but may be involved in training and/or supporting colleagues.

### **Location**

The role is based in Plymouth, but with significant elements of flexible/home working.