

STUDENT
ENERGY

DIGITAL ENGAGEMENT 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) Digital Engagement Coordinator to help grow our digital presence and communications partnerships, manage our social media accounts, gather our analytics and work on projects that engage our community.

The main focus of this position will be creating the next iteration of our Energy Systems map and working with web developers to launch the new studentenergy.org.

As a rapidly-growing organization, we are exploring new, innovative ways to engage students in the energy conversation. 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 Executive Director and Director of Partnerships and Innovation, the Digital Engagement Coordinator will set and guide the strategy for all communications, website, and public relations messages to consistently communicate Student Energy's mission, stories and programs.

PROJECTS WILL INCLUDE

- “Student Energy Stories” Campaign
- Expansion of the Energy Systems Map
- Website Redesign (studentenergy.org)
- Student Energy 10-year Anniversary Campaign
- Brand-management of all Student Energy materials

RESPONSIBILITIES

- Project manage the next phase of our Energy Systems Map development – *Influencers on the Energy System*
- Work with and monitor web development firm contracted to perform technical work on the new studentenergy.org
- Ensure that all communications materials and platforms are up to date with current branding and messaging
- Work with the Student Energy leadership team to develop, implement and evaluate the annual communications plan
- Coordinate between all staff to ensure brand message is consistent, visible and communicated regularly
- Develop new Student Energy campaigns

- Host focus groups and conduct message testing with Student Energy stakeholders
- Lead strategies for digital content and track success metrics and insights
- Curate interactive content for Student Energy's Social Media Channels
- Manage blog submissions and recruit bloggers
- Manage quarterly and annual web analytics and Student Energy SEOs
- Keep track of and report on breaking energy, youth and environment stories in Canada and globally
- Manage all video production for Student Energy
- Develop Public Relations and Media Relations strategy and manage all media contacts
- Manage the development of all print and digital outreach including the quarterly newsletter, event summaries, press releases, and opportunity alerts
- Help develop presentations for internal and external audiences
- Managing any contractors related to design or communications
- Copy-edit reports when required
- Support the International Student Energy Summit Marketing Team
- Support the communications needs of the broader Partnerships and Programing teams
- Other tasks as assigned.

LEADERSHIP AND STRATEGY

- The Digital Engagement 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 Communications Manager.

QUALIFICATIONS

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.

- Experience in a non-profit, community or government communications role and working with diverse stakeholders
- Experience communicating about energy, environmental and/or social justice issues
- Experience managing social media channels and websites using content management systems
- Proficiency using Microsoft products (Word, Excel, PowerPoint), Google products (Google Drive, Google Analytics), communications and social media tools
- Experience using Adobe suite products to design materials
- Editorial experience (assignment, copy, web content, etc.)
- Creative thinker willing to experiment with communications to effectively reach new people and international audiences

REQUIREMENTS

The ideal candidate will possess the following qualities:

- Passionate about energy and sustainable energy systems
- Passion for youth empowerment
- Understanding of the needs and issues of our target population and the communities Student Energy serves

- Demonstrated success in strategic communications planning, objective setting and plan execution
- 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, and entrepreneurial; enjoys creating and implementing new initiatives
- Quick learner and excellent problem solver
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Ability to effectively translate complex issues into simple narratives and messages that resonate with people
- Goal oriented and able to make creative plans to reach objectives

ASSETS

- Research skills
- 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 software
- Website management skills and understanding of web architecture
- Experience and/or education in communications, marketing and public, media or government relations
- Additional language skills, strong preference for French language speakers

COMPENSATION AND TERM

This is a one-year contract position paying \$40,00-50,000 CDN per year plus benefits with possibility of extension after the initial contract term.

A cell phone and health subsidies will also be provided. This position is based in Vancouver, British Columbia.

OTHER INFORMATION

This position is based in Student Energy's office in Gastown, Vancouver, BC.

Some evening and weekend work may be required (sufficient notice will be provided).

Student Energy welcomes applications from persons of diverse backgrounds and is an equal opportunity employer.

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

APPLICATION

Please submit your cover letter and resume using [this form](#).