



Job Description: Online Marketing Manager

This is an opportunity to make your mark and make a difference. SuperHomes is a programme set up by the charity the Sustainable Energy Academy (SEA) to educate and inspire homeowners and communities to transform their homes into sustainable, energy-efficient “SuperHomes”.

A SuperHome is one where an existing home has been retrofitted to cut its carbon emissions by over 60%. SuperHomes encourages and supports SuperHome owners to showcase their exemplar homes to other homeowners and to the wider community to give visitors a touch and feel experience, and to inspire them to take action.

Since its start in 2007, over 100 SuperHomes have opened their doors to over 50,000 people, many of whom are now making significant investments in refurbishing their homes and benefiting from a more energy efficient lifestyle. Over 85% of the population of England and Wales is within 40 minutes of a SuperHome and we have just opened the first two in Scotland. SEA has won many awards for the SuperHomes programme.

SEA plans to grow the programme to over 500 SuperHomes and a total of 2 million visitors by 2020. A key element of this growth is to develop its online presence. This includes recording and promoting the achievements of SuperHomers online, providing peer-reviewed, practical information to homeowners and driving traffic to both physical SuperHomes and online SuperHomes sites by homeowners, landlords and suppliers of energy efficiency goods and building services.

SEA is seeking an experienced online marketer to lead this growth in visitor access to SuperHomes and in inspiring people to carry out energy refurbishments of their homes.

Essential attributes:

- Well-developed product/service marketing background, coupled with good marketing communications expertise
- Minimum of 3 years' experience of developing and managing online marketing campaigns including website design, social media sites and affiliate programmes
- Excellent content management, SEO and link management skills
- Excellent communication and writing skills, particularly in energy related subjects
- Proven experience in designing and implementing online surveys, mailshots and direct response campaigns
- Good ICT skills, including MS Word, PowerPoint, Excel, database management and CRM
- Proven experience of using natural search and online marketing tools such as Google, Facebook, YouTube, LinkedIn, Twitter, Wordpress, etc.
- Strong project management and attention to detail
- A highly-organised, self-starter. Results focused.

Desirable attributes:

- Marketing diploma or other equivalent marketing qualification

- Website design and development
- Brand management experience
- Enthusiastic blogger/newsletter writer
- Experience in the energy efficiency market and/or building services
- Experience in working with charities and other non-profitable organisations

Main purposes of the job

- Develop the website and other social media in order to attract and inform homeowners and landlords and inspire them to take action to improve the energy performance of their homes
- Drive visitor traffic to SuperHomes online sites and affiliates
- Capture and promote the achievements of SuperHomers online
- Develop My Green Builder, the SuperHomes peer-referred supplier list
- Develop and manage a profitable affiliate programme of suppliers of products and services that demonstrate significant benefits in producing energy- and carbon-efficiencies in homes

Duties and Responsibilities

- Develop the website portal to include content management, SEO, affiliate links and online marketing.
- Develop a programme of mail shot campaigns and monitor their effectiveness.
- Raise the company profile both with UK homeowners and others in the home energy retrofit supply chain
- Develop affiliate marketing channels.
- Track PR outputs and development of new channels.
- Manage customer data base and drive accurate data collection.
- Help Chairman secure affinity partnerships with key suppliers to the market and develop programmes to keep the relationships alive.
- Develop communication strategies (including press and radio campaigns).
- Further develop and refine our brand messages.
- Develop an annual marketing support calendar for all sites.
- Monitor and measure the effectiveness of all outputs and recommend new ideas.

Applications

- To apply please send your CV and a covering letter explaining why you would like to work on the SuperHomes project to Gabby@superhomes.org.uk
- The full time salary will be in the range of £20k - £25k depending on experience and qualifications.

- This is a full time position. However we will always try to be as flexible as possible and will consider slightly reduced hours and/or some working from home for the right candidate.
- The Sustainable Energy Academy is an equal opportunities employer and does not discriminate on any grounds other than ability to carry out the task.
- Closing date for applications is Thursday 13th October. Interviews are likely to take place during the week commencing 24th October 2011.