

Community Marketing Manager

At Equiwatt we have big ambitions to create a cleaner world and make energy more accessible to all.

We help householders in the UK to reduce their energy usage from the comfort of their sofa. And we reward them for it through points and gifts. Better still, we help people to do their bit to reduce their environmental footprint.

This is pioneering stuff and the impact of Equiwatt will be greater as our community grows. The more households that take part, the better the rewards we can offer and the bigger the collective positive impact we will have environmentally.

We're a technology startup with recently secured investment to help us grow rapidly. Our newly created community marketing manager will be an avid brand advocate that helps us to:

- Grow our online communities
- Increase our active customer base
- Engage with and understand our users
- Help deliver the best customer experience possible

Our team is based across multiple locations and this role will be based from our modern office at Proto in Gateshead, UK with flexibility to work remotely when needed.

Responsibilities

You're likely to get involved in most things that happen in a startup but here are a few of the key responsibilities we need you to cover:

Manage social media

Own and manage the brand and personal social accounts to engage existing and potential customers:

- Increase relevant followers, engagement, advocacy and referrals
- Engage relevant groups including consumers and industry wide bodies or influencers
- Plan, create, and schedule activity in collaboration with the team

Create content

Take the lead on content generation for use across all channels including:

- Blog plan
- Videos
- Visual assets
- Knowledgebase articles
- Customer case studies
- Industry related content – business and consumer targeted

Implement acquisition campaign

Work with our marketing lead and founder to develop our customer acquisition plan then own:

- Sign-up related social media activity – both paid and organic
- Advocacy and community growth campaigns
- Community referral programme promotion and management

Manage existing customer relationships

Build active and engaged users that create a loyal community:

- Oversee workflows for scheduled customer updates
- Deliver regular communications such as product updates and personalised usage encouragement

Website

Contribute to the continuous improvement and optimisation of our website:

- Optimise pages based on customer insights and analytics Firebase and SEO insights – A/B testing
- Create new pages as and when required to support customer acquisition and retention

Skills and experience

You'll want to own your own continuous development and share learnings with the team but will have some if not all of the following skills.

Automation

HubSpot is our marketing automation platform so experience with that or other platforms that carry similar email and automation principles would be great:

- Development and A/B testing of workflows, landing pages and campaign communications
- Continuous analysis, stress testing and optimisation of existing processes or flows
- Proven ability to self learn and benefit from Hubspot learning tools

Communications

- Experience planning and creating a wide range of personalised consumer and/or B2B digital communications

Community

- Proven experience of building and sustaining an engaged online community across multiple social platforms including Facebook, Instagram, Twitter and LinkedIn
- Understand how to manage customer research projects such as focus groups and surveys both online and offline

Events

- Successfully organised and attended in person and virtual events
- Managed the creation of event support materials and assets required for branding
- Comfortable dealing with organisers and representing a business/brand confidently remotely and in person

Content creation

- Creatively developed assets and content including video animation, visuals, guides
- Proven meticulous written skills across multiple formats with the ability to authentically create and represent brand tone of voice
- Adaptive in your ability to make the most of cost effective online tools whilst occasionally being able to manage external suppliers
- Blog posts

Technology

- Ability to understand technical product concepts
- Experience or understanding of app based businesses and membership based tiered services
- Passionate about the energy we use and/or the environment

Native or fully fluent in English (both spoken and written) is a must as our focus initially is on the UK market.

Benefits

- Flexible working
- Pension
- Modern office location
- 25 days holiday (exc. public holidays)

Culture

As a technology startup, the opportunities to get involved in something exciting and make a difference are huge.

We are a diverse and friendly team that support each other to achieve our overall goals. We don't have a ping pong table and we don't (always) drink beer every Friday but we do get a good balance between having fun and doing some serious stuff.

Applications

If the above sounds like you then please send a CV and cover letter to geoff@equiwatt.com telling us why you would be a great fit for both our customers and our team.