



## Digital Communications Executive

**37.5 hours per week based at Sci-Tech Daresbury and flexible policy for home working**  
**Salary from £28,000 - £35,000, dependent on experience**

### Job description

Role:	Digital Communications Executive
Reports to:	Communications Manager
Line manager:	Operations and Communications Director
Salary:	From £28,000 - £35,000, dependent on experience
Location:	Sci-Tech Daresbury with a flexible policy to support home working
Contract:	37.5 hours per week; permanent, full-time

With energy costs constantly rising and climate change affecting us all, low-carbon technology has an increasingly bigger role to play in the future of UK energy.

We're here to ensure it's a positive one.

MCS is a mark of quality. We create and maintain standards that allow for the certification of low-carbon products, installers and their installations, used to produce electricity and heat from renewable sources.

This is an exciting time to join MCS: in 2021, we reported exceptional growth and we now must continue to ensure we are at the heart of the UK's drive to meet net-zero carbon by 2050.

Domestic energy is playing a huge part in achieving this target. However, deciding to invest in renewable energy remains a big step for many people; made more confusing by jargon and complicated financial models. MCS aims to cut through difficult language and complex processes as a way of 'Giving people confidence in home-grown energy.'

Something 'home-grown' is something that matters to people personally – which they can take pride in. That's exactly the feeling we want to create across the UK as we help more and more people embrace a home-grown energy future.

### *What we offer:*

- 25 days' annual leave per annum – increasing to 28 days with 3 years' service, and to 30 days with 5 years' service
- Flexibility to support some home working
- 8% company pension contribution
- Access to and support with continuous professional development

- Access to salary sacrifice schemes, such as Cycle2Work
- Fully expensed Christmas party
- Payment of one professional subscription
- Access to a mental health first aider and counselling support
- Provision of free fruit, tea and coffee, soft drinks and breads and spreads in the office
- An innovative office environment that encourages collaboration
- Attractive HR policies including enhanced maternity/paternity leave, sick leave, and emergency paid leave

### *About the role*

An exciting opportunity has arisen within the MCS communications team to help manage our digital channels, including website and social media.

Our communications function is at the heart of our operations; helping us to showcase the very best of our standards, installer community and industry-leading insight. We are ambitious for the future, driven to innovate and stand out.

This role fast-paced, intellectually stimulating, and multi-faceted. As **Digital Communications Executive** you will be integral to ensuring our digital channels are managed and updated in a timely, effective manner.

A talented 'people person', you will naturally be able to develop and maintain relationships with those across our industry. You will be a confident self-starter with exceptional knowledge of the full digital function, including website management and organic/paid-for social media.

The successful candidate will help us to deliver this across our raft of digital channels. You'll be a problem-solver, with the skills and proven experience across the integrated, digital communications function.

You'll be able to create and deploy communications as a lever for change: from building influential relationships with key stakeholders or engaging with colleagues, to crafting powerful, optimised website copy and running targeted social media campaigns to drive behaviour change.

In doing so, you will play a vital role in creating and delivering high-quality, inspiring multi-channel content using the MCS brand voice and translating intricate technical detail into succinct, clear messages.

You will be digitally fluent, with a detailed, working knowledge of the online communications function. As the primary custodian of the MCS website, you will oversee copy updates, website developments and manage our relationship with third-party developers.

Gathering insight, producing content, reaching audiences, evaluating your work: all of this is key. You'll have a strong awareness of SEO to work with third-party specialists to ensure we continue to reach the right audiences.

Working closely with our entire team, you will be adept at producing content for digital channels, including our website, blog, and social media; digital communications planning, execution, and analytics.

The Digital Communications Executive will help manage our partners in a timely manner, including our website developers, designers, and PR agency.

This is a fantastic opportunity for an ambitious candidate who can demonstrate excellent judgment, creativity, and strategic thinking, with a keen eye on results and the bigger picture. MCS values team players and provides support for personal and professional development, including dedicated training where desired.

A commitment to working the occasional evening, weekend or away from home – as part of our busy events schedule – may be expected.

**To apply, please send a CV and covering letter outlining how you meet the person specification and what you feel is the biggest digital communications challenge for low-carbon domestic energy today. Email to [communications@mcs-certified.com](mailto:communications@mcs-certified.com).**

**Successful applicants will be invited to interview in person or via video call.**

As an MCS employee, you will have the ability to demonstrate, understand and apply our company values. These are embedded in all roles across the business, and you should evidence these values as part of the application process:

- Expert
- Inspiring
- Collaborative
- Principled
- Determined

**Main role and responsibilities:**

1. Manage digital channels, with day-to-day reporting and explanation of requirements for analysis, specification and design of projects, on a technical and non-technical basis
2. Deliver strong, innovative, and creative digital communications through research; writing, editing and proofreading; dissemination across multiple channels.
3. Plan, develop and deliver digital communications plans and campaigns for selected target audiences to support core projects and objectives.
4. Develop and update the MCS website using WordPress, ensuring that content is relevant, up-to-date, fully optimised and engaging.
5. Manage the MCS social media communities using scheduling tools, including producing dynamic content, liaising with the communications team and company to issue key updates, and assisting with installer/consumers queries.
6. Provide informed advice and guidance in relation to MCS's digital communication channels to the wider team at all levels.
7. Communicate with the wider MCS team to plan digital projects within budget, including the delivery of financial reporting and forecasting for digital projects to senior team members and other stakeholders
8. Develop and maintain effective relationships with key contacts who assist with our day-to-day digital outputs e.g., government departments
9. Analyse the performance of the full suite of digital channels, using analytics tools

10. Collating and addressing feedback on digital channels from team members, contractors, and other key stakeholders
11. Website testing and quality management – liaising with third-party developers
12. Assist with the promotion of external events, including our calendar of industry webinars, trade shows and company away days, using digital platforms
13. Embody the MCS brand and act as its advocate for the company; ensuring that all brand guidelines are always followed. You will ensure that all MCS communications are ‘on messages’ and adopt the right tone for different audiences.

### Person specification

1	<p>Knowledge</p> <ul style="list-style-type: none"> <li>• A degree or equivalent qualification in communications, marketing, digital or similar</li> <li>• Minimum of two years’ experience in a digital communications environment</li> <li>• A strong understanding of the digital communications landscape and best practices, including WordPress and social media platforms</li> <li>• Ability to write and edit copy for a range of audiences and channels, including WordPress and social media platforms</li> <li>• Ability to deliver integrated communications plans using a broad mix of digital channels</li> <li>• Experienced in evaluation across digital channels, including Google Analytics and social media reporting tools</li> <li>• An understanding of the small-scale renewables technology sector</li> </ul>	<ul style="list-style-type: none"> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> <li>• Desirable</li> </ul>
2	<p>Skills</p> <ul style="list-style-type: none"> <li>• Specific skills in website (WordPress) and social media community management</li> <li>• Exceptional written, verbal and non-verbal communication skills</li> <li>• Strong copywriting and proofreading skills, with a natural flair for spelling, grammar, alongside the ability to write in different tones effectively</li> <li>• Highly organised, with strong organisational and administration skills to prioritise workload, and set deadlines</li> <li>• Ability to understand complex and technical policy issues and translate them into clear messaging and target-driven communications</li> <li>• Demonstrable knowledge of Google Analytics and social media community management tools</li> </ul>	<ul style="list-style-type: none"> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> </ul>
3	<p>Behaviour</p>	<ul style="list-style-type: none"> <li>• Essential</li> </ul>

	<ul style="list-style-type: none"> <li>• An enthusiastic team player, with the ability to work collaboratively, build capability, deliver insight, and inspire the confidence of colleagues</li> <li>• A track record of building and maintaining high-level relationships with key stakeholders, internally and externally; ideally with a working knowledge of government</li> <li>• Self-motivated and ambitious, with the ability to manage conflicting priorities well; this includes managing down and up to ensure the full team is on track</li> <li>• A commitment to personal development and a desire to expand knowledge of the communications function</li> <li>• Willing to work flexibly and travel across the UK to attend events and meetings as required</li> </ul>	<ul style="list-style-type: none"> <li>• Essential</li>   <li>• Essential</li>   <li>• Essential</li>   <li>• Essential</li> </ul>
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