westmill energy

Communications Lead
for
Westmill Solar and Wind Co-operatives

Part of the Energy4All family of co-operatives

About Westmill Wind and Solar Co-operatives

Westmill Energy is home to two pioneering community-owned renewable energy co-operatives in Oxfordshire and a charity. Westmill Wind Co-operative, established in 2008, and Westmill Solar Co-operative, established in 2012 as one of the UK's first community-owned solar farms. Together, the sites generate around 12.7 GWh of clean electricity each year, with the 8.2 GWh/year wind farm and 4.5 GWh/year solar farm producing enough renewable energy to power approximately 4,400 homes annually. The Westmill co-operatives were established to inspire change, to show that ordinary members of the public can participate in developing new sources of renewable energy and help to combat climate change. The co-operatives are owned by more than 3,000 members, over 40% of our members live within 25 miles of the site. Through the charity - Westmill Sustainable Energy Trust (WeSET), established in 2009, Westmill delivers educational programmes, site tours and outreach activities that promote sustainable energy and climate action. The site has become a nationally recognised centre for renewable energy learning, welcoming over 18,000 visitors and inspiring communities, schools and organisations from across the UK and beyond. Since its launch, Westmill has provided over £1,000,000 in community funding for local, national and international projects.

Future ambitions

Both co-operatives work closely together and share big ambitions to demonstrate how community-owned renewables can improve the UK's generation and use of energy to help create a low carbon future. With substantial resources at their disposal, the Westmill co-operatives have the capacity to deliver transformational projects - from site expansion and development to pioneering new approaches in community energy. Through the sites themselves, and through the funding they provide to other organisations, they aim to encourage and develop a more sustainable way of life both locally and more widely

Both the co-operatives wish to engage more closely with their members and the local community, and welcome in new members to support the co-operatives through new developments on-site and in the local community. This role will play a key part in the delivery of these ambitions.

About Energy4All

Energy4All is one of the UK's leading social enterprises in the delivery of community owned renewable energy schemes. Founded in 2002, it has successfully delivered 35 operating community energy co-operatives, with more under development. Energy4All acts as the manager of both the Westmill Wind and Solar co-operatives.

westmill energy

Who we are looking for

We're looking for an enthusiastic, creative and organised Communications Lead to join our friendly team. This role will lead and deliver communications for Westmill Solar, Westmill Wind and WeSET, while bringing our recently refreshed brand to life and helping to establish a strong, consistent identity that reflects who we are and what we stand for.

The Directors of Westmill Solar and Wind have set the aim of establishing the two co-operatives as the UK's leading and best-known examples of community-owned renewable energy generation. The new recruit should be happy to support these aims and to fit into this ethos.

This is a diverse and rewarding role for someone who enjoys working with people, communicating with a range of audiences, and contributing across communications and community engagement. You will help showcase Westmill's work and impact, creating meaningful connections with members and the wider community through engaging and effective communications.

You will play a key role in creating engaging content from social media posts and website updates to newsletters, press releases and promotional materials. Working closely with colleagues, directors and community partners, you will help identify and share stories, project updates and case studies that demonstrate the impact of Westmill's work while ensuring communications remain clear and consistent with Westmill's values and brand.

The role also involves supporting our digital presence by helping to manage social media channels, creating graphics and marketing materials using Canva and other design tools. Tracking engagement and gathering performance data to help measure the effectiveness of our communications activities will also be part of this role.

Community engagement and events form part of this role. You will help plan, organise and deliver events supporting everything from registrations and event materials to presentations, and promotional resources. You'll also work with venues and colleagues to ensure events run smoothly and collect feedback to help improve future activities.

We are looking for a positive, proactive and enthusiastic individual who is keen to learn and can communicate confidently both in writing and in person. Strong organisational skills, attention to detail and the ability to build effective relationships with a diverse range of people are essential. You should be comfortable using digital tools and willing to learn new systems as needed.

Previous experience creating content for websites, newsletters or social media, , or using Canva or similar design software is essential. Familiarity with WordPress and social media management tools would also be beneficial.

We welcome applications from people of all backgrounds and experiences who share our commitment to community engagement, sustainability and renewable energy.

Job Description

The purpose of this role is to strengthen engagement with members, directors and the wider community by ensuring clear, consistent and timely communication. The role will help to raise the profile of Westmill's pioneering community-owned renewable energy projects and WeSET, promoting the social, environmental and economic benefits they deliver. It will also support member engagement, strengthen links with local communities, and encourage active participation in the governance of the co-operatives. The role also plays a key role in sharing Westmill's achievements, coordinating events and visits, managing digital communications, and showcasing the impact of community benefit funding, educational outreach and renewable energy generation to a wide range of audiences.

Key responsibilities

Communications:

- Support the CEO through effective communications to grow and increase engagement of Westmill's members and supporters
- Deliver Westmill's communication strategy with effective and engaging communication
- Develop quarterly newsletters, website content, press releases, impact reports and other communications materials. With the ability to distinguish tone for co-operative members versus the public
- Develop creative engaging content for digital and print channels
- Gather stories and case studies to demonstrate Westmill's impact
- Work closely with WeSET to coordinate communications through shared channels, supporting the promotion of school workshops, tours and events through social media, articles and other content that raises awareness of WeSET's work and impact
- Ensure all communications reflect Westmill's brand, tone of voice and values
- Work closely with the board directors responsible for communications to support the development and delivery of the communications strategy.

Digital Communications:

- Manage Westmill's social media channels by scheduling content and supporting day-to-day activity, collaborating with partners to increase engagement and reach
- Design and produce communications materials in Canva, including the creation of templates

- Manage the website including developing content adding relevant news and regular updates
- Monitor engagement across communications channels and gathering basic performance information to share with the Boards

Events and Community Engagement:

- Manage and plan the delivery of events and community engagement activities
- Manage event registrations and attendee information in line with data protection
- Prepare event materials, presentations and promotional resources
- Coordinate practical arrangements with venues and colleagues
- Help gather feedback from participants and support event reporting
- To increase the visibility of Westmill, represent at partner events and workshops in the local area

Administration and Team Support:

- There may be occasional and ad hoc administration and team support duties such as taking minutes at an in-person meetings, writing reports for board or member meetings and preparing slides for AGMs.

Occasional evening or weekend work may be required to support events.

Person Specification

The role calls for a broad range of skills and a degree of flexibility. The successful candidate will have a good number of the following skills and attributes:

Essential

- A genuine interest in community-owned renewable energy and the values and aims of the Westmill Wind and Solar Co-operatives
- Strong interpersonal and communication skills, with the ability to engage confidently with members, directors, stakeholders, partners and local communities
- Excellent written communication skills, with experience producing clear, engaging content for a variety of audiences and channels, adjusting tone as appropriate
- Experience creating and managing content for websites, newsletters, member communications and social media platforms
- Confidence using WordPress or similar content management systems to update and maintain website content
- Experience using Canva or equivalent design tools to create professional communications materials
- Ability to plan, prioritise and deliver multiple projects and activities simultaneously
- A well-organised and proactive approach, with strong attention to detail
- Comfortable working independently while also collaborating effectively with colleagues, directors
- Good working knowledge of Microsoft Office applications
- Adaptable and responsive, with the ability to work in a fast-moving environment where priorities can change
- Enthusiasm for learning and developing new skills and knowledge

Desirable

- An understanding of climate change and the role renewable energy can play in reducing carbon emissions
- Knowledge of the community energy sector and how co-operatives operate and engage with their members
- Familiarity with the Westmill site, Oxfordshire, and the surrounding communities
- Experience of developing and maintaining a consistent organisational brand
- Experience planning and delivering community events, site visits or public engagement activities
- Knowledge of digital marketing tools and techniques
- Understanding of search engine optimisation (SEO) and how it can be used to improve online visibility

- Ability to build and maintain relationships across the community energy, sustainability and wider stakeholder networks
- Awareness of AI tools and how they can support communications activities, alongside an understanding of associated risks, governance and ethical considerations

If you feel you have a good number of the above skills, then we would be delighted to hear from you.

Reporting and Structure

The role will report to Westmill's CEO who is based in Oxfordshire. Forming part of a small team working on Westmill, there are no line management requirements for this role. There will be wider support from the Energy4All team.

Location

This role offers flexibility to be either home-based or office-based. We currently have office space in Oxford and would ideally like to recruit someone who is local to Oxfordshire. However, we are open to applications from candidates based further afield and, where appropriate, would consider securing office space closer to the successful candidate's home location.

Regular site visits to the Westmill facilities will be required, located at Westmill Wind Farm and Solar Park, Watchfield, Swindon, SN6 8TH. There will also be periodic meetings in Oxford and travel to other UK locations may be required.

A clean driving license is advantageous, although we ask staff to prioritise use of public transport where possible.

Terms and Conditions

Employer: Energy4All Limited will employ the Communications Lead. The contract of employment will be with Energy4All.

Energy4All values diversity and inclusion and does not discriminate based on their age, race, sex, sexual orientation, or any other characteristics. We welcome applications from candidates with diverse backgrounds.

Salary: £30,000 to £35,000 per annum (pro rata), depending on experience, skills and qualifications. If freelance, daily rates can be discussed.

Hours: Core hours are from 9am to 5pm, but the role requires occasional evening and weekend meetings.

Holidays: 25 days plus statutory holidays. Holiday entitlement increases by one day's holiday for each full three years' of service completed, capped at 30 days.

Contract: This is a part-time role, working 4 days per week, subject to a 5-month probation period. We offer flexibility in how hours are worked, subject to business needs.

Pension: Energy4All supports a stakeholder pension scheme and will pay up to 8% in salary if the employee contributes at least 4%. Staff are required to join the pension scheme on completion of the probationary period.

Office and Equipment: Energy4All will supply all necessary equipment including office space.

Expenses: All expenses are reimbursed at cost against receipts. Mileage in your own car is paid at 55p per mile but, wherever reasonable, employees are encouraged to use public transport.

Closing Date for all applications is midnight Sunday 8th November

We welcome applications that reflect your communication skills and creativity. Alongside your CV, you are invited to submit your application, explaining how you meet the criteria, in a format that best showcases your talents, whether that is a cover letter, presentation, video, portfolio or another creative approach. To ensure a fair assessment process, submissions should be concise and take no more than 10 minutes to review.

Please send your application to info@westmillenergy.coop. If you have any questions about the role, we'd be happy to hear from you.

Interviews are expected to take place in Oxford during the week commencing 23rd or 30th November, although online interviews may be offered if required.