



Can you help Westmill Solar Co-op with our ambitious bond offer?

We are looking for a Marketing Campaign Manager to work with us for the next 4 – 6 months.

The role would be on a **part-time consultancy basis (1-2 days per week)** and is vital to the success of our proposed £1 million bond issue via the Ethex platform.

Westmill Solar was the UK's first community-owned solar park. Established in 2012, our site is based at Watchfield near Swindon and in 2018 produced over 5.3 GWh of electricity - enough to power 1,725 average UK homes and prevent more than 1,500 tonnes of CO₂ from entering the atmosphere.

We raised over £5 million from investors in 2012 and currently have 1,500 members. Through the bond issue, we want to allow others to share in our success and join our ongoing efforts to create a more sustainable, decarbonised future. We are particularly keen to attract younger investors and those living within 10 miles of the Westmill site.

Job Description

To work with the Westmill Solar Board, Ethex and other key stakeholders to ensure the successful launch and completion of Westmill Solar's bond offer. The key elements of the role will be:

Marketing strategy and planning

- To devise and execute with the Westmill Solar Board and Ethex a successful marketing strategy and campaign plan.
- To create - with Ethex and the Westmill Solar Board - a compelling offer document and other marketing materials to attract investment from both existing members and new potential investors.
- To develop a campaign plan to deliver key messages via traditional and social media channels to attract new investors to Westmill Solar.

Project Management

- To manage and follow up team planning and update calls as necessary.
- To plan out, communicate and implement with relevant stakeholder groups all marketing and communication activities (including a bond roadshow in local towns).
- To proactively work with team members to resolve key challenges as they arise.

Marketing activities and tactics

- To design and implement a detailed and co-ordinated campaign plan to attract younger, local investors to Westmill Solar.
- To ensure all activities including PR, social media, email communications and advertising etc have a consistent set of messages, tone and style.
- To work with key team members to adapt and refocus the marketing activities as needed to ensure a successful fundraising.

About you

- Are you passionate about combatting climate change and developing cooperative values? (Essential)
- Do you have appropriate marketing, and project management skills and experience? (Essential)
- Can you spare around 20 - 30 days of time over the next 4 - 6 months? (Essential)
- Do you have live within 30 miles of – or have strong local links to – the Swindon/Vale of White Horse area? (Essential)
- Are you an energetic self-starter, an influencer and a do-er? (Essential)
- Do you have an understanding of finance and investment? (Desirable)
- Do you have strong design, writing or other communication skills? (Desirable)

If you have these skills and would like to engage more people with Westmill Solar and the community energy sector, **please send your CV and covering letter to info@westmillsolar.coop by Monday 22nd July 2019.**

Remuneration will depend on availability, skills and experience but is anticipated to be around £200 - £300 per day.