

Job Profile:

Job Title:

Digital Content Executive – Sustainability
6-Month Fixed Term (with the intention to extend or make permanent)

Job Purpose:

BEAMA is the UK trade association representing over 200 manufacturers and providers of energy infrastructure technologies and systems. We influence UK and international policy, standardisation, and market developments, driving innovation and growth within a sector pivotal to the UK's Clean Power by 2030 program and energy transition.

As the industry evolves, sustainability has become a central focus. BEAMA has championed this through a dedicated service that supports members in managing their decarbonisation plans and fostering collaboration to address shared sustainability challenges. Building on its momentum and cross-industry engagement, this service will relaunch in April as BEAMA 2050 Connected — a subscription-based platform designed to unite the built environment and energy supply chain in achieving Net Zero and advancing circular economy principles. This initiative aims to foster market collaboration, ensuring every company plays a role in the collective transition.

We are seeking a skilled and creative **Digital Content Executive – Sustainability** to amplify the reach and impact of BEAMA 2050 Connected through engaging content, marketing campaigns, and digital strategy. This role is a **six-month contract starting in April 2025**, with the potential to become permanent, offering a unique opportunity to apply design, video production, podcast creation, and content writing skills to support the critical mission of decarbonisation.

In this role, you will:

- Transform technical reports and insights from sustainability and decarbonisation leads into compelling content for diverse audiences.
- Lead the creation and distribution of key marketing materials, including rich media assets such as videos and podcasts, ensuring impactful storytelling and information reach.
- Design professional and engaging materials to enhance learning and information delivery.
- Manage and update social media channels, creating graphics and posts to engage stakeholders.
- Maintain the BEAMA 2050 Connected website and CRM to ensure up-to-date and accurate information.
- Execute marketing strategies for three core workplans: business decarbonisation, the circular economy, and business development.

This position provides the opportunity to gain valuable exposure to a wide range of manufacturing companies and their sustainability initiatives. You will play a key role in shaping the narrative around industry decarbonisation while contributing to an impactful, high-profile program that supports the sustainable transformation of the supply chain.

If you have a passion for sustainability and a drive to create compelling content that inspires action, this role offers the chance to make a meaningful impact and advance your career in a rapidly evolving sector.

Core Functions and Responsibilities:

1. Content Creation and Development:

- Transform technical business decarbonisation, market sustainability, and circularity-related content into engaging blogs, press releases, and social media posts tailored for audiences ranging from CEOs to sales teams, in alignment with the BEAMA 2050 Connected workplan.
- Design visually appealing materials (e.g., PDFs, digital content) with accessibility and clarity in mind, which aligns to the BEAMA 2050 Connected brand.

2. Marketing and Digital Management:

- Implement BEAMA 2050 Connected's marketing workplan, including website updates, social media management, event organisation, and media engagement.
- Oversee the BEAMA 2050 Connected Hub and mailing to ensure a seamless user experience.

3. CRM and Multimedia Management:

- Maintain and update the CRM database for BEAMA 2050 Connected and associated groups to ensure accurate engagement tracking.
- Support video and podcast content creation directly or through agency collaboration.

4. Stakeholder Engagement:

- Collaborate with internal teams and external agencies to maximize content reach.
- Engage with media outlets to secure features in relevant publications.

5. Ad-hoc Contributions:

- Support wider BEAMA initiatives and projects by leveraging personal expertise.

Qualifications:

Essential:

- Proven experience (commercially or personally) in digital marketing and content creation, with a strong multimedia portfolio.
- Ability to repurpose technical content into accessible formats, which could include research and independent writing.
- Proficiency in design, video, and podcast production tools.
- Strong organisational skills with the ability to manage multiple projects simultaneously.
- Strong written communication skills tailored to diverse audiences.
- Proactive approach to leading and executing marketing projects, including impact evaluation.
- Collaborative team player with a passion for sustainability.

Desirable:

- Experience in the energy or manufacturing sector or working with sustainability topics such as sustainability or circularity.
- Experience engaging with media and managing social channels.
- Experience with CRM platforms.
- Understanding of BEAMA and its membership.

Hard Skills (Specific technical requirements):

- Digital content creation and design tools proficiency (e.g., Adobe Creative Suite, Canva).
- Video and audio editing.
- Website content management and social media platform management.
- CRM management and data analysis.

Soft Skills (Desired personal attributes):

- Strong attention to detail and multitasking capabilities.
- Creativity and problem-solving.
- Strong interpersonal communication.
- Adaptability and initiative.
- Detail-oriented with excellent time management.
- Passion for sustainability and environmental initiatives.

Knowledge and Experience:

- Digital marketing and content creation across different platforms and media.
- Proficiency in creating and executing marketing work planning.
- Creating visually appealing materials, including graphic creation, videos and PDFs, using basic design tools and multimedia production software.
- Transforming topics into accessible and engaging content for diverse audiences.
- Social media management and organisation of events.
- Managing multiple projects simultaneously, with timely delivery and high-quality output.

Reporting Structure:

Strategy Director

Budget responsibility:

Managing allocated expenditures within approved budget levels, ensuring cost-effective execution of marketing campaigns, content production, and event-related activities.

Salary:

- £25k – £35k FTE (pro-rata for a full time 6-month contract), dependent on experience.

Contract:

- Full time (5 days per week).
- Central London office with highly flexible hybrid working (minimum one day per month in the office).
- Fixed-term for six months, with intention to extend or make permanent, starting in April 2025.
- Travel within the UK may be required.

To apply, please send a CV and covering letter to amy.collins@beama.org.uk by the 21st February 2025.