

## Freelance Marketing Support

Be at the forefront of sustainability for the built environment!

We are looking for support with marketing our active & varied programme over the next 3-4 months. Specialising in sustainable zero carbon buildings, activities include training events, conferences, and the role includes promoting enticing events, delivering key messages & the latest exemplary projects across a variety of platforms.

**Reports to:** Head of Campaigns & Comms

**Based at:** Remote working.

### About us

We are in a climate emergency and in the UK, buildings are a key culprit – accountable for almost 40% of the country's total carbon emissions. Passivhaus is the leading international standard for reducing energy use from buildings, as well as providing high standards of comfort and building health. The Passivhaus Trust (PHT) is an industry leading organisation that promotes the adoption of Passivhaus in the UK.

The PHT is part of the global Passivhaus movement and is the UK affiliate of the Passivhaus Institut and the International Passive House Association (iPHA). PHT is a growing organisation with a very active annual programme, and awareness of climate action has seen a huge increase in interest in Passivhaus.

### The contract includes

- Marketing an active programme including webinars, conferences, training events, and publication launches.
- Writing & editing unique content and adapting copy for several platforms ranging from website articles, press releases, delegate emails, and social media.
- Schedule promotional mailshots & delegate emails.
- Assist promotion of the Trust's current [campaigns](#), particularly Passivhaus as a route to zero carbon, Passivhaus retrofit, and the health & benefits of building to Passivhaus.
- Assist with press and public relations, bolstering connections.

### About you

We are looking for an experienced marketer with initiative. You will be a motivated and enthusiastic person who has an **interest in communication** with a good **understanding of zero carbon buildings**. As a minimum we require qualifications of a relevant degree, and 2-3 years' relevant work experience.

### Required Skills

- Strong copywriting skills and an exceptional way with words.
- Ability to edit & adapt copy across different platforms.
- Experience with Mailchimp & Eventbrite.
- Knowledge in sustainable buildings & an understanding of Passivhaus.
- Capable of prioritising and consistently meeting deadlines.
- Ability to translate key messages from technical documents to non-technical language.
- Keen attention to detail.



Desirable skills:

- Architecture or construction background.
- Working knowledge of Passivhaus.
- Creating/manipulating images and/or video content.

## Contract Details

The job is remote working with meetings via zoom. Training & support will be provided via various team members. The role will begin in late September/October 2021. Remuneration £200/ day, negotiable depending on experience.

## How to apply

To apply, please email a CV, examples of your work, and a brief covering note or email stating why you would be suited to the role to [info@passivhaustrust.org.uk](mailto:info@passivhaustrust.org.uk) by 13 September 2021.

