

MARKETING OFFICER



HM Government



European Union

European Regional
Development Fund

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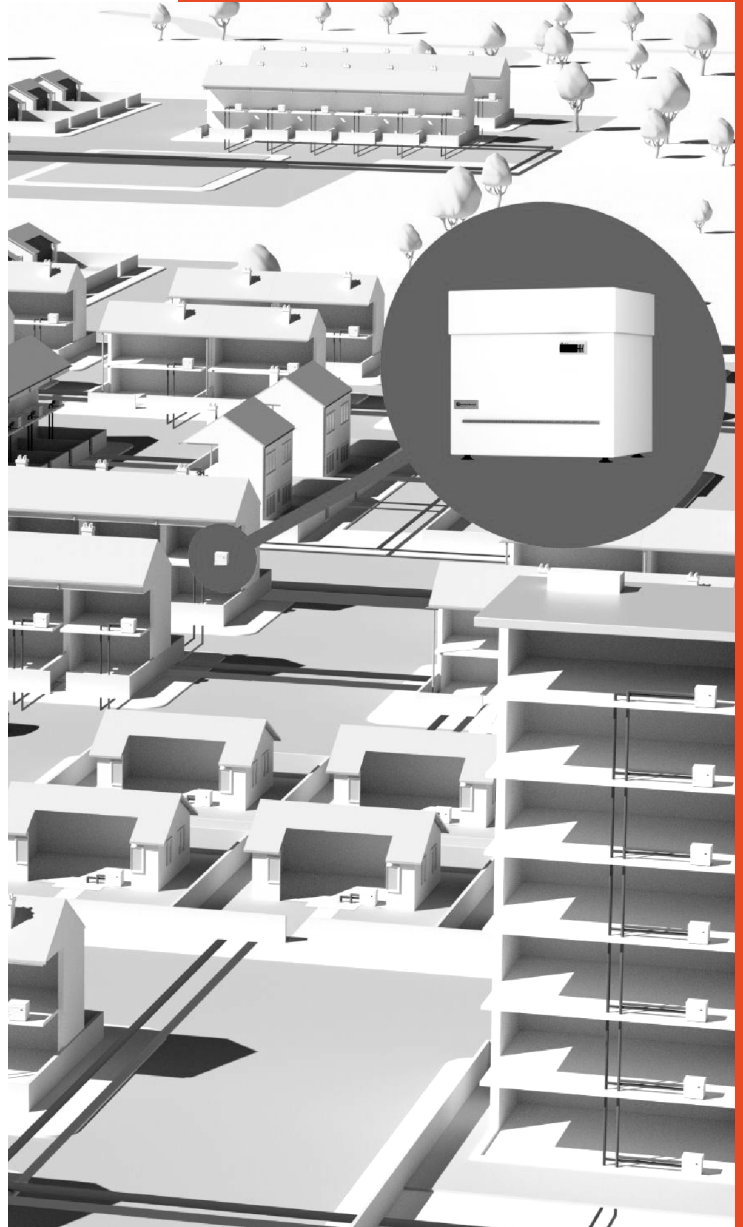
Responsibilities

SUMMARY

Kensa Utilities Limited has been awarded ERDF grant to part fund Heat the Streets, an £8.8 million project in Cornwall. We will demonstrate how electrification of heat on a street-by-street basis using a district heat network with ground source heat pumps can achieve the UK's net zero target whilst maintaining low running costs and avoiding national grid upgrade costs.

We will install GSHP connected to a district heat network owned and maintained by KUL, transforming how Briton's heat their homes and delivering a 21st century alternative to the gas grid.

Project beneficiaries will include 250 new build properties, 75 social housing retro-fit and 175 private retro-fit homes.



OVERVIEW

As Heat the Streets Marketing Officer, you will:

- Manage delivery of a series of promotional activities to raise the profile of the project, its objectives, and to support recruitment of private households.
- Ensure all promotional work is compliant with ERDF branding rules and in line with the Kensa Group brand.
- Work with consultants and service providers to deliver activities in line with the project plan and in goodtime to support various aspects of delivery.
- Arrange and attend various events, workshops and awards. Coordinate Kensa staff attendance at events, workshops and awards.

The role is full-time for an initial contract period of two years.





BENEFITS

To facilitate your success as Heat the Streets Marketing Officer, we will provide an innovative and futuristic oriented environment, a forum to express and test ideas, and interesting work with challenge and opportunity.

We also offer the pivotal opportunity for you to make a significant contribution to the safeguarding of our environment, saving the planet one heat pump at a time.

At a grass roots level, we welcome you to a culture of incredibly hard-working, knowledgeable, inspiring, committed, enthusiastic, and passionate people.

We expect a lot from our staff, because we expect a lot from our industry's potential - we are all committed to the UK's 2050 path to net zero carbon, and are determined to achieve that goal, but we also want to enjoy the journey together.

- Competitive salary: £28,000 - £34,000
Dependent on qualifications and experience.
- Pension: Automatic enrolment into Kensa's company pension scheme.
- Holiday: 20 days holiday (plus bank holidays)
- Flexible working environment: We understand the benefits of flexible working conditions to meet the demands of your role, so we can accommodate a blend of working from home and office-based.
- Social events: Work hard, play hard, we love to host regular Kensa parties for staff and their families, and in recent times when we haven't been able to get together in person, we do all we can to keep spirits high.
- Wellbeing: Free 24/7 access to an independent and confidential Employee Assistance Programme for you and your immediate family.
- Health: Cycle to Work Scheme to help lower your carbon footprint whilst boosting endorphins and your health.

REQUIREMENTS

EXPERIENCE

Experience working with the public and a good technical understanding of heating systems required.

At least 3 years in a similar role with comparable goals and responsibilities, or a role with transferable skills and responsibilities.

SKILLS

- You can explain technical systems in a way that people understand
- You know what a heat pump is
- Good IT skills - Word, Excel
- Good record keeping
- Excellent communication skills

CHARACTERISTICS

Flexible and a general-all rounder. You have what it takes to work in a small team and get big jobs done.

You're outgoing and optimistic, a natural at sales because you know what you're talking about and people find you trustworthy.

ERDF rules are strict, you will demonstrate the organisational skills necessary to build records evidencing achievement of project deliverables. You aren't afraid to speak up and share your own opinion on how you think we can achieve our targets.

You can manage a busy workload, asking for help when you need it and find the most efficient solution to the problem.

RESPONSIBILITIES

As Heat the Streets Project Officer, you will recruit private households to the project and ensure that they are able to make informed decisions about taking part.

You will help project beneficiaries achieve the best outcome from their heating by asking them questions about how they use their heating now and helping them understand how to achieve the same, or better results from their new heating.

Reporting to the Project Manager, you will monitor progress against deliverables, record activities and keep good records for audit.

Workbase

This role will be based at Kensa offices in Truro.

REPORTING STRUCTURE

- Reporting to the Project Manager.

- Ensure compliance with ERDF rules
- Be the first point of contact for customers
- Maintain accurate record of activity and report to Project Manager
- Support the Project Officer in creation of project documents by explaining technical aspects of the project
- Visit people's homes and talk to them about how they use heat now and how they can save money and carbon with GSHP
- Take part in promotional activities and events
- Manage a contact database
- Record customer contact

APPLY NOW

Apply online here:

thekensagroup.com/kensa-job-vacancies/

Or send a copy of your CV and a covering letter to:
jobs@thekensagroup.com



This job description and benefits may be subject to change, in consultation with the postholder, in response to new circumstances.

Kensa are an equal opportunities employer and are committed to providing a working environment that is free from all forms of discrimination and where all employees are treated with dignity and respect.

Please see our Equal Opportunity, Dignity and Diversity Policy for further information.