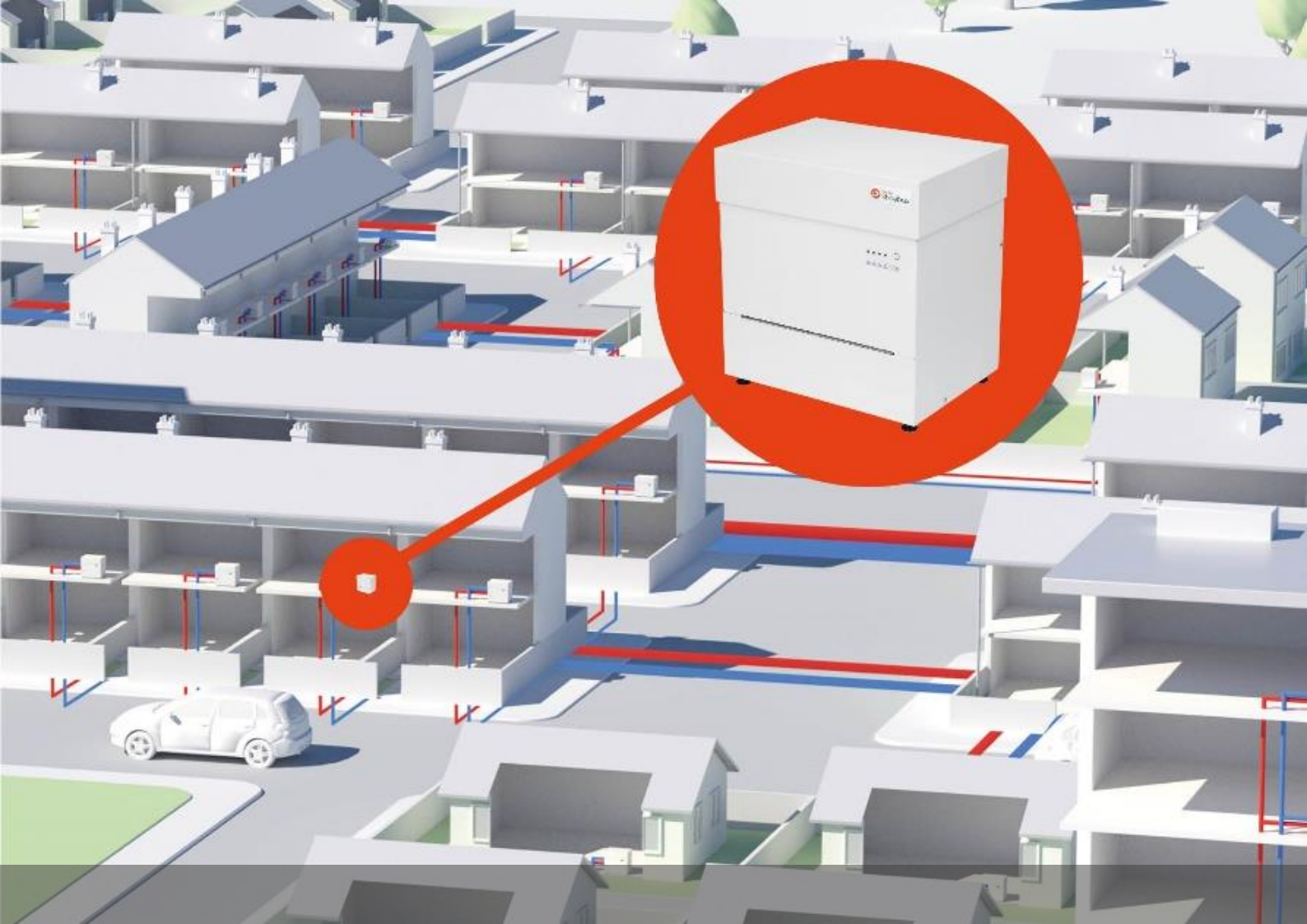


CONTENT & COMMUNICATIONS MANAGER



GENERAL SUMMARY

The Kensa Group represents award-winning British engineering at its finest - the UK's leading manufacturer of ground source heat pumps (Kensa Heat Pumps), the UK's pioneer of their mass-scale installation (Kensa Contracting), and the UK's first asset ownership company devoted to deploying infrastructure to facilitate street by street heat pump installations mimicking and rivalling the gas network to boiler model (Kensa Utilities).

Kensa is transforming how Britons heat their homes, delivering a 21st century alternative to the gas grid. With over two decades of proven expertise in low carbon ground source heat pumps, we're at the forefront of the underground movement to connect the nation to cleaner, greener, and cheaper heat.

The Content & Communications Manager will project and help realise this vision by crafting and deploying comprehensive marcomms that engages stakeholders, telling the timely stories that matter and resonate, extending our network and awareness, advocating the Kensa vision for mass deployment of heat pumps, and enabling and nurturing the realisation that heating and cooling needn't cost a fortune nor the earth. Together, we will meet the UK's ambition to install 600,000 heat pumps every year by 2028 and be net zero by 2050.

ROLE OVERVIEW

As the Content & Communications Manager you will translate the Kensa Group vision into impactful and effective marcomms that engage, embrace, and empower stakeholders.

Working closely with the Marketing Director and Marketing Manager, you will be responsible for identifying, developing, delivering and managing content and communications that support the Kensa Group and its operating companies and associated marketing campaigns. You will plan and oversee effective content marketing and communications that promote favourable and fair awareness of the role of ground source technology in our journey to net zero, incorporating the Kensa vision, products and services.

Your success will educate, inform, and inspire, securing Kensa's position in the media and amongst key markets as the authority on ground source technology and its role in the decarbonisation and electrification of heat – while simultaneously nurturing your creative and impactful dialogue mastery, with a rewarding and inspiring career in an innovative environment, fostering a successful team in parallel with the growth of the business you help to build.

You will benefit from an exceptional British-made product range, and pioneering and market-leading services facilitating the mass and rapid deployment of ground source technology. You will be surrounded by experienced and knowledgeable colleagues and will receive exceptional support.

Kensa is in the 'right place at the right time' and you will take full advantage by exploiting a wide range of opportunities in multiple market sectors. Few companies will grow as quickly as Kensa across the next decade and few will have such a strong social purpose, reducing heating costs and carbon emissions for thousands of householders. You will proudly embrace and excel at being part of these outcomes.



ROLE BENEFITS

To facilitate your success as Content & Communications Manager, we will provide an innovative and futuristic oriented environment, a forum to express and test ideas, and interesting work with challenge and scope.

You will see this as an exceptional opportunity, one where you can play a pivotal role in safeguarding our planet.

We will welcome you to a culture of incredibly hard-working, knowledgeable, inspiring, supportive, enthusiastic, and passionate people. You will be part of a small and committed team, dedicated to facilitating the marcomms strategy and plan you help build.

We expect a lot from our staff, but that should appeal to you, 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: £32,000 - £36,000 base. Dependent on qualifications and experience.

Uncapped bonus scheme: Company performance related pay plan with an OTE of 112% of base salary.

Pension: Automatic enrolment into Kensa's company pension scheme.

Holiday: 25 days holiday increasing to 30 days holiday (plus bank holidays) for 5+ years' service.

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.

Office culture: Aside from a fully stocked sweet cupboard, we ensure you are well-stocked and have all the technology and equipment you need to perform at your best, surrounded by encouraging and passionate colleagues united by a shared vision.

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.

Growth: Your development is important - we encourage and help with development including internal and external courses, learning, study, and software support, all bespoke to you.

Wellbeing: Free 24/7 access to an independent and confidential Employee Assistance Programme for you and your immediate family.

Health: Private Health Insurance available after one year of service. Free eye tests

Active: Cycle to Work Scheme to help lower your carbon footprint whilst boosting endorphins and your health

Advocate: Discounted Kensa ground source heat pump for your property.



ROLE REQUIREMENTS

We are looking for an exceptional communicator, with proven mastery of communication tactics and potency of all forms of content. You will be able to translate the Kensa vision, products and services and know what to say and how to say it to the right audience using the right medium, and when. You will have demonstrable experience in developing, delivering and managing content and communication plans in line with an integrated marketing communications strategy.

EXPERIENCE

- 3 years + management experience in a similar role
- Successful comms planning, delivery and management
- Knowledge of Kensa's industry or affiliated (preferred)

EDUCATION

Qualifications in one of the following fields preferred:
English, Marketing, Communications, Business or similar.

CHARACTERISTICS

Your attention to detail means you have a great capacity for task follow through, with a strong concern for quality, best value, and high standards. You thrive on organisation and forward-planning with a strong sense of objectives and analytics. You are equally comfortable and calm when commanding effective responses to the unexpected. You possess drive and readiness to respond to challenges and motivate others. Your versatility and exceptional communication skills mean you excel in forums where you can welcome and express ideas and collaborate on solutions, and conclude with cohesive and clear courses of action. Your inquisitive nature and intellect offer a 'think outside-the-box' mentality, whilst your decisive, self-starter and result-oriented abilities yield a 'can do' approach.

SKILLS

- Creative and imaginative, curious and communicative
- Insightful understanding of traditional marketing disciplines and the role of content and communication strategies within these and management of effective integrated plans
- Expert use of a wide variety of marketing communication tools and platforms, including content management software, email marketing tools, social media tools, and listening tools and analytics
- Creative and informed management of content lifecycles in line with customer value/journeys/profiles
- Project management skills, setting deadlines, managing workloads and delivery. Results-driven and KPI-focused
- Highly data-driven, always looking to find and make improvements and seek opportunities to get the best value and outcomes
- Proficient in the best practices of key media channels, content and approaches
- Excellent organisational skills, multi-tasking, time management, and meticulous attention to detail
- Strong leader, able to get the best from individuals, teams, and make decisions

ROLE RESPONSIBILITIES

As Kensa's Content & Communications Manager you will command the communication platforms that project the Kensa vision and our solutions, utilising powerful and effective communication strategies to boost trust, engagement, loyalty, awareness and advocacy amongst our stakeholders.

You will take the helm of a growing specialist team of creatives and content specialists, poised to deliver effective marcomms developed under your steerage.

Throughout your endeavour to grow our brand's reach and engagement, you'll be responsible for:

- Translating the Kensa vision and goals into a content marketing and communications strategy and full funnel plan integrating with marketing plans and campaigns.
- Delivering relevant, valuable, engaging, and motivational content and timely and effective communications utilising multiple platforms and media.
- Developing and coordinating content for multi-channel campaigns across the prospect and customer lifecycle, pairing the appropriate message, tone and medium to audience type, and ensuring the alignment of communications and messaging across all channels and delivery against KPIs.
- Directing and managing the communications and content marketing strategy, plan and its assets.
- Optimising communication strategies and getting best value from content assets.
- Collaborating across functions and utilising appropriate agencies to deliver effective content and communications, which support the marketing strategy and business objectives.
- Acting as a brand guardian, ensuring one voice is unified across all content and communications.

WORKBASE

This role could be based at Kensa offices in Truro or Exeter. Potential for hybrid home working.

REPORTING STRUCTURE

- Report to the Marketing Director.
- Line management of PR Executive, Content & Communications Officer, Visual Content Coordinator, and Designer.

DETAILED DUTIES & RESPONSIBILITIES

- Design and manage a rolling programme of direct and indirect communications informed by customer value/journey/intent and content lifecycle.
- Oversee all internal and external communications, ensuring our message is consistent and engaging.
- Manage and build an effective portfolio of content assets and communications including but not limited to: PR, Blogging, Articles, Newsletters, Case Studies, Social Media, Videos, Infographics, Podcasts, Adverts, Direct mail, Brochures etc.
- Manage delivery mechanisms and channels for content and marketing communications.
- Steer and inspire content and campaign ideation.
- Monitoring and evaluation of full funnel content plans.
- Content management including schedules, content funnels by stakeholder, and content audits.
- Design and manage a content and communications plan and calendar: new and repurposed content, content curation, editorial.
- Spearhead useful and effective internal marketing communications within the Group.
- Maintain editorial governance across all channels for content consistent with the Kensa brand - voice, style, and tone.
- Communication channel management.
- Liaise with different departments to gain understanding of what's happening across the businesses to identify content needs and customer engagement opportunities.
- Work proactively with Kensa departments, advocates and influencers, and clients, to interpret stakeholder needs and deliver appropriate content.
- Assignment of tasks and line management supervision of tasks amongst content and communications personnel and third parties.
- Brief, coordinate, and manage the day-to-day delivery of content and communications projects with marketing personnel and third parties.
- Promote a positive image of the Kensa Group and raise its profile across the media and other channels.
- Champion strong working relationships with the media and other key stakeholder communicators, advocates and influencers.
- Utilise project management tools to ensure effective and efficient campaign, personnel, and agency performance.
- Monitor and report on the performance of communications, channels, and content assets, and make adjustments to achieve objectives.
- Conduct market research, competitor analysis, and observe marketing trends to identify opportunities for promotion and growth and use learnings to inform and improve the communications strategy and content assets.
- Identify and initiate processes to streamline marketing function operations.
- Ensure that the content and communication efforts of Kensa add the highest value to the business.
- Stay on the pulse of the latest content marketing trends, tactics and tools and integrate appropriately.
- Adhere to content and communication best practices.
- Support the Marketing Director and the Department's needs as required.
- Ensure compliance with appropriate content and communication legal standards.

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.

APPLY ONLINE HERE:

thekensagroup.com/kensa-job-vacancies

OR SEND A CV AND A COVERING LETTER TO:

jobs@thekensagroup.com