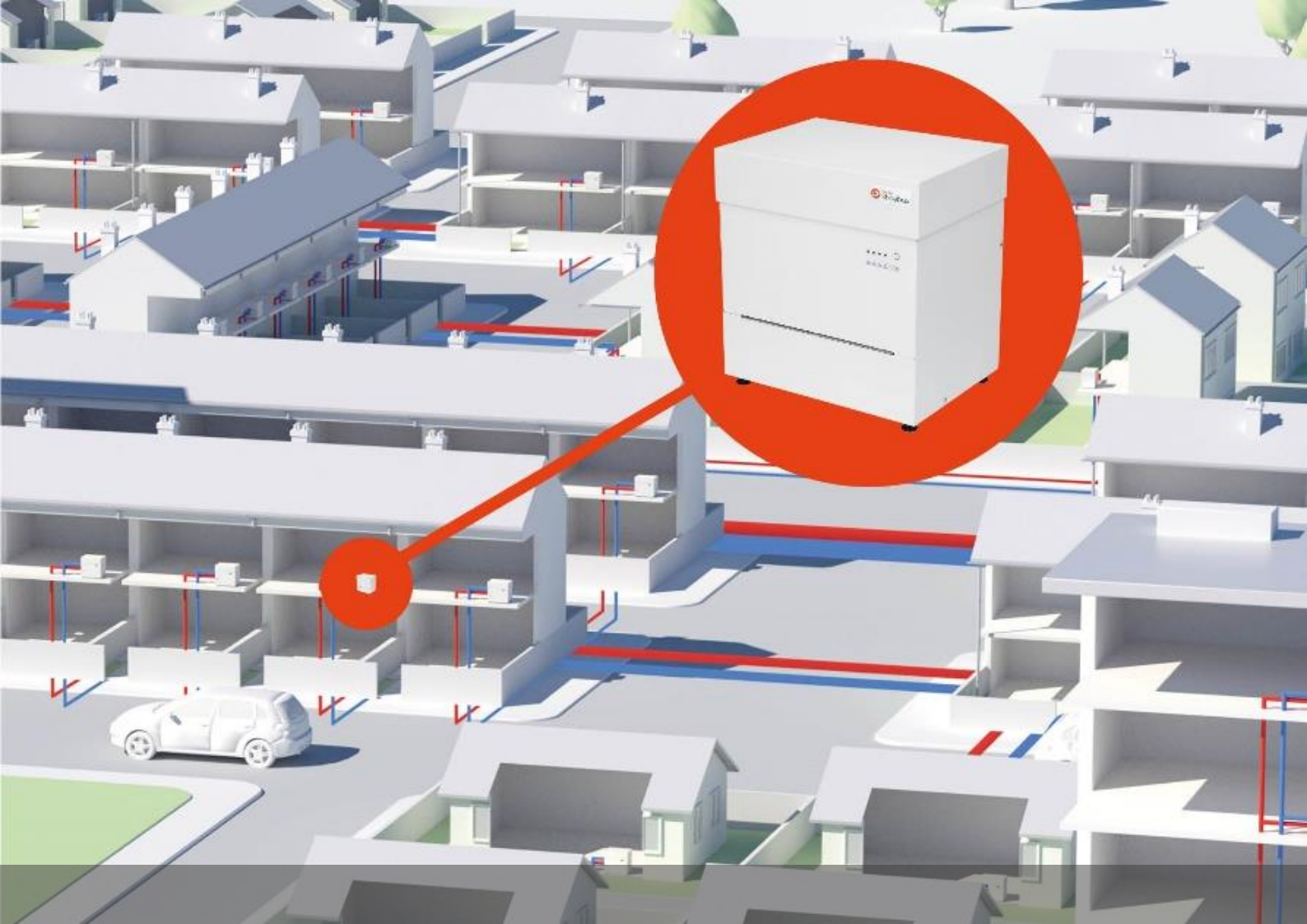


PR EXECUTIVE



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 PR Executive will project and help realise this vision by managing Kensa's reputation and that of our technology through effective and timely communications that engage stakeholders, telling the 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 PR Executive for the Kensa Group and its operating companies you will vocalise the Kensa vision. You will champion, build and sustain a positive dialogue with media and stakeholders to deliver a constant, effective presence for ground source heat pumps and their role in the UK's journey to net zero, incorporating the Kensa vision, products and services.

You will influence and facilitate the marcomms plan and campaigns by delivering creative, productive, and timely communications, supporting the wider department and business in achieving its strategic goals.

Your goal will be to expand Kensa's brand awareness and technology acceptance through relevant and resonant communications. 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 inquisitive, inspiring and result-driven virtuosity, with a prosperous career in an innovative environment.

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 PR Executive, 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 create.

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: £25,000 - £30,000 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 30days 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 a distinguished PR professional and exceptional communicator with masterful flair for identifying, telling and sharing the news and stories that matter and resonate. 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 and when. You will have a passion and drive to get our voice heard, with demonstrable experience in coordinating and managing effective PR campaigns through various channels.

EXPERIENCE

- 3 years + in a PR role
- Demonstrable successful PR campaign delivery and management across various channels
- Existing relationships with key media (beneficial)
- Knowledge of Kensa's industry or affiliated (preferred)

EDUCATION

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

Ideally have or are working towards a Public Relations qualification.

CHARACTERISTICS

Your confident, decisive, and cool-headed nature is complimented by a result-oriented focus. A natural self-starter and never one to shy from initiating an activity or contact, you thrive on social interaction and having your finger on the pulse. Persuasive and enthusiastic, you are able to inspire. Your eagerness to identify opportunities makes you an exceptional communicator and great listener, and creative thinker. You have a meticulous eye for detail and quality.

SKILLS

- Exceptional copywriting skills
- Outstanding communicator able to deliver engaging pitches
- Deadline driven and motivated starter-finisher
- Comfortable in fast-paced environments
- Ability to handle pressure and make key decisions
- A creative mind, with a capacity for engaging with people and exploring anything new, but with the ability to find practical solutions
- Ability to respond to challenges, people and situations and to promote cohesion
- Proficient in the best practices of key media channels, content and approaches
- Excel at organisation, multi-tasking and managing concurrent campaigns, time management, and meticulous attention to detail
- Experience of PR tools: media databases, distribution networks, listening tools and clippings services
- Experience of social media platforms
- Experience working with external agencies
- Delivered successful campaigns against KPIs demonstrating tangible results

ROLE RESPONSIBILITIES

As Kensa's PR Executive you will be a guardian of the business and our technology, managing our reputation across key target media and raising the profile of ground source heat pumps as the future of low carbon heating.

You will distribute on brand messaging, communicating key news and supporting campaigns to reach and engage with Kensa's target audiences.

You will manage all media relations, responding to reactive enquiries and proactively monitoring the media to identify opportunities for Kensa to have a voice in relevant conversations and influence discussions and representation of our technology.

Your effective and creative use of PR tactics will support the marcomms strategy and boost trust, engagement, loyalty, awareness and advocacy amongst our stakeholders.

You will be part of a growing specialist team of creatives and content and communication specialists.

Throughout your endeavour to grow our brand's reach and engagement, you will:

- Develop, implement, monitor and evaluate all media communications to support Marketing objectives and maximise positive exposure to key markets
- Organise and manage all aspects of the PR activities, from concept to completion, determining and meeting KPIs and deadlines and optimising investment
- Identify, build and maintain relationships with key journalists, influencers, bloggers and politicians
- Understand and monitor industry news, political announcements and trends and identify opportunities for news stories and angles for different media
- Work with the marketing team to shape and develop effective and creative PR strategies and plans in line with other marketing work, relevant to our target markets and audiences, and develop newsworthy content
- Draft releases and presentations, effectively distribute, monitor, collect and process coverage reports for all PR campaigns
- Utilise marketing and PR tools to optimise campaign reach across all relevant channels
- Arrange and co-ordinate interviews, plus being able to speak in public if required
- Develop list of case studies and third parties, such as installers and customers, for interviews
- Bring a media presence to events, hosting journalists and working to create coverage
- Advise on media training for key spokespeople within the business
- Develop and manage a crisis communications programme to preserve reputation of the business
- Work with the Visual Content Co-ordinator to develop B-roll library footage
- Respond promptly to media requests and ensure opportunities are maximised
- Stay up to date with PR and industry trends, best practice and legal standards

WORKBASE

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

REPORTING STRUCTURE

- Report to the Content & Communications Manager (new role).

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