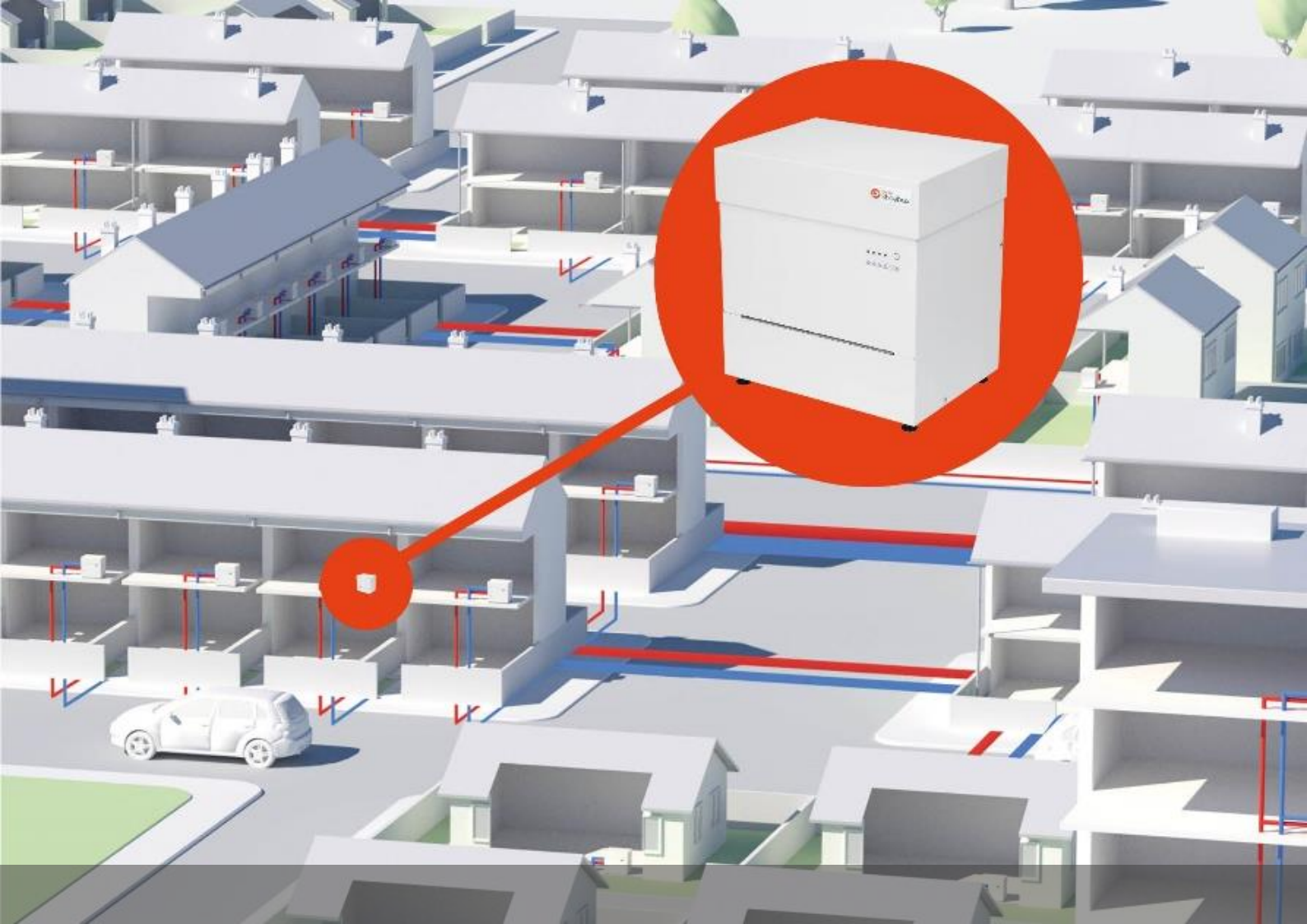




WEB EDITOR



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 Web Editor will craft and manage effective and engaging web-based content that speaks the language of our audiences and that of Google and Bing, ensuring Kensa features within relevant conversations and maintains and builds on its authoritative position for all things ground source heat pumps, 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 Web Editor you will translate the Kensa Group vision into impactful and effective web-based content that engages stakeholders. You will recognise that in the digital world you must also appeal to search engine's stakeholders, and your creative flair and love for content and copywriting married with your analytical and results-oriented drive will ensure you always strike the right balance between the importance of effective data driven content, SEO and the UX.

You will deliver web-based content that promotes favourable and fair awareness of the role of ground source technology in our journey to net zero, incorporating the Kensa vision, products and services. You will be responsible for identifying web-based content opportunities, creating, repurposing, and managing all website content, ensuring its accuracy, relevance, and impact. Working closely with Marketing Technology Manager as well as the Comms team, you will help to deliver a comprehensive digital content strategy that elevates and maintains Kensa's rank and relevance, supporting the Kensa Group and its operating companies and associated marketing campaigns.

Your success will educate, inform, and inspire, securing Kensa's position as an authority in our industry, in search engines and amongst stakeholders. We will nurture your exceptional fusion of composition and analytics, with a rewarding and inspiring 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 Web Editor, 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: £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



A wordsmith and digital tech maestro, the Web Editor requires a unique skill set spanning creative flair and exceptional communication skills along with technological acumen and an exemplar talent for organisation, multi-tasking, and attention to detail. To be seriously considered for this role, please have the following in regard to:

EXPERIENCE

- 3+ years in similar / marketing role
- Website management, ideally across multiple sites
- Up-to-date knowledge of SEO best practice
- CMS experience
- Basic HTML knowledge (desirable)

EDUCATION

Qualifications in one or more of the following fields preferred: English, Marketing, Communications, IT, Web Design / Development, or similar.

CHARACTERISTICS

You are a creative thinker driven by a strong sense of objectives. You have a great capacity for task follow through and attention to detail. Accurate, logical, analytical, a 'fact-finder', you are precise, and a thorough problem solver. You have a high critical, yet creative, thinking ability. You are innovative and forward looking, driven by results. You are a strong critical listener, and work well as part of a small team as well as autonomously.

SKILLS

- Excellent copywriting skills on digital platforms that are proven to yield results
- Confident communicator
- Creative flair
- Good understanding of different digital assets including web articles, images, infographics, and videos
- Excel at organisation, multi-tasking and managing concurrent campaigns, time management, and meticulous attention to detail with high standards and accuracy
- Deadline driven and motivated starter-finisher
- An excellent problem-solver adept at optimising content specifically for search engines and audiences; you are able to speak the language of our distinct stakeholders, and that of Google and Bing
- You are adept in content management systems (Wordpress), and are familiar with the key principles and practices of SEO and PPC
- You have a broad understanding of SEO and web analytics tools and experience in interpreting data for the improvement of content and the UX (desirable)

ROLE RESPONSIBILITIES

The Web Editor will be the guardian of Kensa's web-based content, maintaining our relevance and reputation in our 'shop window' and our display through SEO. You will write and control all copy and content on the Kensa Group portfolio of websites, extending to tracking, auditing and monitoring all pages requiring updates.

Supporting the Marketing Technology Manager, the Web Editor will ensure the websites are optimised for search and usability.

You will work closely with other members of the Comms team to identify web content opportunities that compliment campaigns and marcomms plans.

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

- Creation, management and ownership of all website content across the Kensa Group portfolio
- Writing, editing, and proofreading web content to optimise it for audiences and search engines
- Consolidation, optimisation and deduplication of web content
- Ensuring website content is written with SEO and UX in mind
- Working closely with members of the marketing team to ensure all initiatives are effectively communicated across the websites
- Liaising with the Comms Team to publish, re-purpose, adapt and utilise content
- Liaising with representatives across the wider business to research, gather and create online content
- Auditing and monitoring content to ensure relevance and accuracy, refreshing, redirecting or removing out of date content
- Ensuring all web content is formatted correctly, keeping consistency of display and uniformity
- Basic SEO housekeeping of web content
- Working with the Marketing Technology Manager and incumbent SEO agencies to ensure web content supports Kensa's SEO strategy
- Working with Marketing Technology Manager to meet and improve on key website performance metrics
- Continual development of Kensa's digital presence

WORKBASE

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

REPORTING STRUCTURE

- Report to the Marketing Technology Manager.
- Responsible for nil staff initially.

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