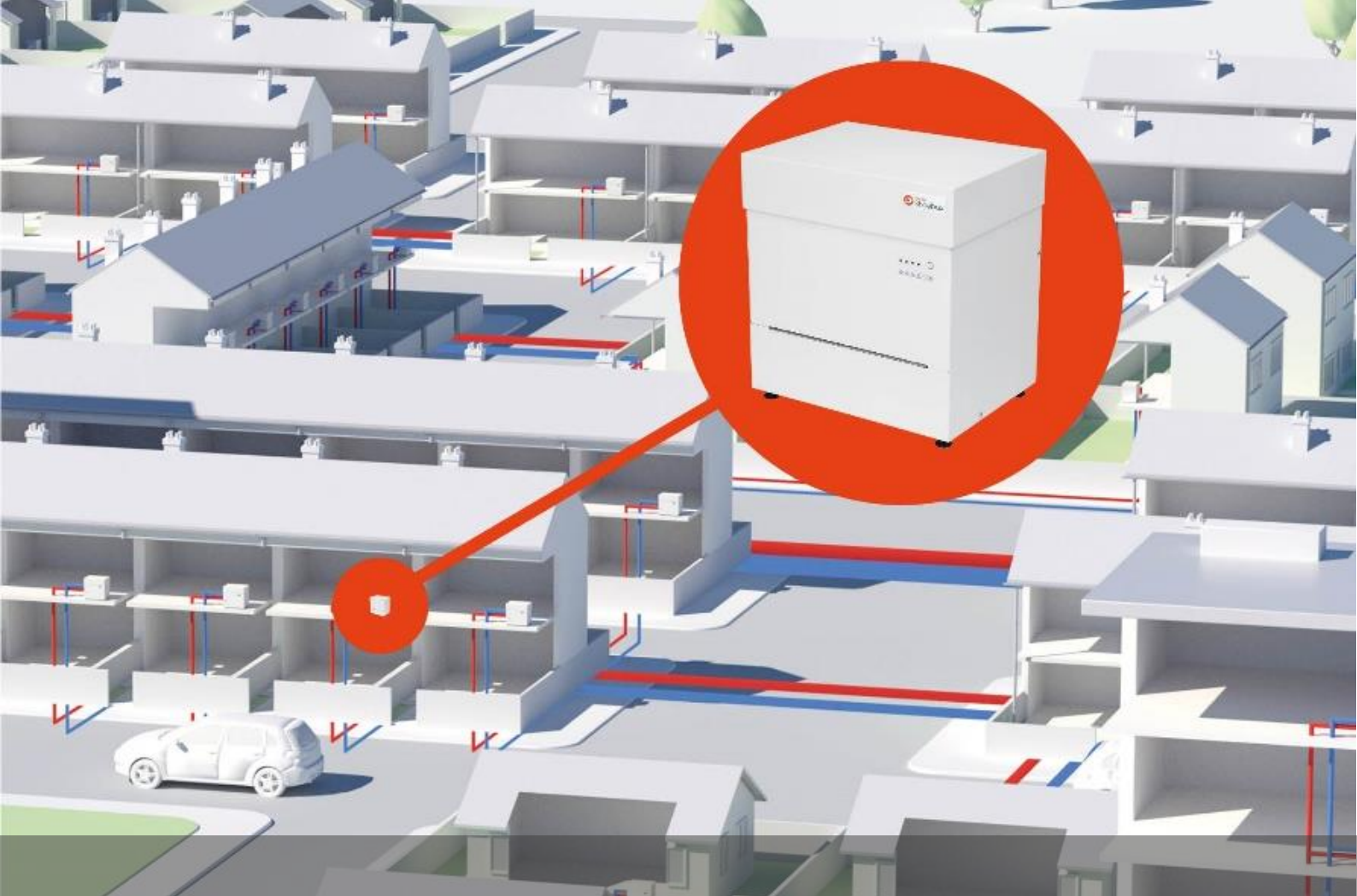




DIRECTOR OF PUBLIC AFFAIRS



GENERAL SUMMARY

Nothing is more important than the battle against climate change, and with it, our transition from reliance on fossil fuels and vulnerability to escalating energy costs and energy insecurity. Decarbonising heat is now 'front and centre' of emerging Government policy so there are exceptional opportunities for well-established businesses in the sector. Backed by Legal and General Capital, and benefitting from a 40% market share in the fast-growing ground source heat pump sector, the Kensa Group will play a pivotal role in the transition to low-carbon low-cost heat by manufacturing, installing, and funding innovative solutions which deliver optimal outcomes for all stakeholders.

Representing award-winning British engineering at its finest, the Kensa Group comprises:

- **Kensa Heat Pumps** - the UK's leading manufacturer of ground source heat pumps;
- **Kensa Contracting** - the UK's pioneer in the mass-scale installation of ground source heat pumps;
- **Kensa Utilities** - the UK's first business established to fund, own, and maintain the underground infrastructure associated with ground source heat pumps.

40,000 heat pumps were installed in 2021. Government is targeting 600,000 installations in 2028 alone. Existing subsidy schemes, emerging policy and regulations, and forthcoming legislation, is determining how the UK's energy mix will enable the rapid decarbonisation of heating and cooling to achieve our 2050 targets. The transition to zero carbon must happen and requires the wholesale reconstruction of infrastructure. To ensure the highest level of support and the optimal outcome for the best solution in the energy mix to be adopted for all stakeholders, the new Director of Public Affairs will build Kensa's reputation, and that of our technology and vision, and develop strategic partnerships with influential entities to shape our net zero carbon transition and mainstream adoption of the lowest cost, and lowest carbon heating and cooling solution for the UK; networked heat pumps.

ROLE OVERVIEW

This new and important role and influential position is an opportunity to affect the lives of millions, genuinely and positively, and shape the future of the UK's energy mix and fight against climate change. You will advocate the Kensa Group's pioneering and proven solution for mass scale decarbonised heating and cooling by building our reputation, relationships, influence, and public support, furthering the consensual opinion and ensuring the adoption of Kensa's vision for networked heat pumps as the 21st century equivalent to the gas grid.

As the Director of Public Affairs you will form part of the senior management team, helping to form and deliver the company's strategy and business plans. Working closely with the Senior Leadership team, you will be responsible for coordinating the best possible legislative outcomes and environment for ground source heat pumps to become the mainstream technology, principally encouraging the mass adoption of networked ground source heat pumps for new build and larger scale retrofit projects.

This exciting and pivotal role will lead a new dedicated Public Affairs function at the Kensa Group, committed to securing and aligning positive outcomes for the business, our technology, and all key stakeholders. You will benefit from an exceptional British-made product range, and pioneering and market-leading services and expertise facilitating the mass and rapid deployment of ground source technology. You will be surrounded by experienced and knowledgeable colleagues and will receive exceptional support. As such, you will be expected to deliver outcomes consistent with those of a market leader.

Kensa is in the 'right place at the right time' and you will take full advantage. Few companies will grow as quickly as Kensa across the next decade and few will have such a strong social purpose, reducing heating and cooling costs and carbon emissions for householders and businesses across the UK. You will proudly embrace and excel at being part of these outcomes. Success will depend upon being creative. There is no blueprint; this is a new role, and you will revel in this opportunity and challenge. You will thrive on the responsibility and will demonstrate considerable commercial acumen to focus on the best outcomes and opportunities. Together, we will play a significant role in meeting the 2028 installation target and, ultimately, the country's plan to be net zero by 2050.



ROLE BENEFITS

To facilitate your success as Director of Public Affairs, we will provide a healthy work environment, complete support, and a culture which encourages and rewards innovation and plenty of challenge.

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

We will welcome you to a team of incredibly hard-working, knowledgeable, inspiring, dedicated, and passionate people who enjoy what they do. They know Kensa is different, a business that has never lost touch with the need to embrace its staff, and maintain honesty and integrity throughout all of our operations. We are all committed to the UK's 2050 path to net zero carbon, and are determined to achieve that goal and journey together with pride.

Of course we expect a lot from our staff, but that should appeal to you. There will be only one opportunity to travel through this period of exceptional growth and we want to recruit a professional who is excited by the challenge. The only limitation will be your own ingenuity.

Competitive salary: £60,000 - £65,500. Dependent on qualifications and experience

Share options: Inclusion in company share options scheme.

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

Holiday: 25 days holiday increasing to 30 days holiday (accrual of a day served per year up to 5) + bank holidays. Options to purchase and sell holidays.

Flexible working environment: We understand the benefits of flexible working conditions, so we can accommodate a sole work from home arrangement (location dependent) or hybrid office base.

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

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.



ROLE REQUIREMENTS

This is a unique role that demands an exceptional candidate motivated to excel at coordinating and helping develop strategic public affairs engagement at every level, from national to local. We are looking for a professional who can garner the highest level of public support and influence.

EXPERIENCE

- Demonstrable success in Public Affairs, helping to connect an organisation with policy making, politics and the media for positive outcomes against objectives.
- Demonstrable success in coordinating and achieving lobbying goals, working with a complex range of stakeholders with differing views.
- Experience of strong stakeholder management skills, and working in or with a membership or political organisation/committee.
- Previous experience working for an ambitious, fast-growing organisation with a culture that places emphasis on personal delivery to support the wider vision.
- Experience within a policy or public affairs role in central or local government, the third sector or the private sector within the UK (preferable).
- Knowledge of Kensa's industry or affiliated (not essential).

EDUCATION

- A good academic background is required, however an ability to demonstrate relevant experience and capabilities will be of equal merit to academia.
- Qualifications in the following fields would be advantageous:
English, Business, Public Affairs, Politics, Economics, Marketing.

SKILLS

- Powerful communicator - listening, influence, negotiation, persuasion, presentation, public speaking and counsel skills.
- Comfortable operating with policy and political actors, able to act in an influential manner and open dialogue.
- Exceptional consultative skills – committed to delivering relevant insight grounded in data, analysis, and experience.
- Excellent organisational, time management and project management skills, and meticulous attention to detail.
- Business acumen and a commercial mindset.

CHARACTER

- Strong collegiate style, able to embrace and build effective relationships and collaborations.
- Agile and effective operator, able to pivot in new or changing situations, and a track record of achieving ambitious goals.
- A strong, inquisitive sense and a readiness to see possibilities, opportunities, identify problems and their solutions.
- Deep social conscience and motivation, with a strong grounding and keen interest in current and public affairs.
- Appetite and ability to manage a team and willingness to thrive on responsibility and accountability.
- Driven, self motivated, and willingness to be a little maverick.

ROLE RESPONSIBILITIES

The successful candidate will acquire the following key responsibilities:

- Manage the Kensa Group's public affairs, policy and advocacy activities in the UK to foster the Kensa vision and promote the creation of impactful opportunities for heat pump development and deployment within the UK.
- Devise, develop and coordinate the deployment of Kensa's policy and public affairs strategy, and appropriate policy and key regulatory positions, on key issues affecting ground source heat pumps and the Kensa Group; leading on advancing Kensa's interests with key stakeholders and opening doors to Kensa's senior leadership team, advocates and influencers.
- Coordinate, frame and direct the efforts of the Kensa Team within the context of the policy and public affairs strategy.
- Coordinate regular interaction with government officials, advisors, MPs, think tanks, NGOs, academia, senior industry leaders, and other key influencers, to keep them informed of Kensa's policy and key regulatory position in different areas, ensuring the Leadership Team is informed of upcoming changes and that they create an optimum trading environment for the Kensa Group.

WORK BASE

- This location of this role is flexible, dependent on the right candidate. Hybrid or full time office based arrangements can be offered in the locality of a Kensa office (Truro, Exeter, Bradford) or full-time work from home.
- A willingness to travel (typically to London) is expected due to the nature of the role.
- Full UK driving licence required.
- The successful applicant will be legally permitted to work within the UK.

REPORTING STRUCTURE

- Report to the Marketing & Strategic Communications Director.
- Management of Public Affairs Executive.

DETAILED DUTIES & RESPONSIBILITIES

ENGAGEMENT

- Development and coordination of lobbying efforts and key stakeholder engagements, representation of Kensa at national advocacy-related events, and facilitation of in-depth technical discussions with Kensa's senior leaders and top tier stakeholders and influencers. Duties include, but are not limited to:
 - Networking and influencing of external forums and networks to enhance policy and advocacy reputation.
 - Ensure a considerable focus on proactively increasing Kensa's profile and fair representation of our technology across external affairs, building trust and deepening relationships with: government officials; advisors; MPs; think tanks; advisory panels; NGOs; academia; senior industry leaders; and other key influencers.
 - Develop and maintain a detailed stakeholder map and network of policy stakeholders, national decision makers and their influencers in Government to ascertain and garner support for initiatives.
 - Lead in identifying and coordinating Kensa's representation with relevant associations and membership groups in line with strategic objectives, building effective alliances to ensure their best value to the business.

PARTNERSHIPS

- Lead the formation of strategically impactful campaign partnerships and consortiums.

THIRD PARTIES

- Commission and manage the work of public affairs agencies and consultants brought in by the business for specialist projects ensuring timely delivery in compliance with agreed OKRs and KPIs.

POLICY MATERIALS/RESPONSES

- Review complex policy and regulatory developments; anticipate, identify and monitor risks and opportunities for the industry and company; and work across the business to develop clear positions and plans that are well targeted and impactful. Duties include, but are not limited to:
 - Develop a company Tracker and monitor influential and impactful research, reports, policies, consultations, regulations and schemes, keeping the business and key stakeholders informed, and leading the alignment of proactive, pre-emptive, and reactive activities in line with the Tracker and the public affairs strategy.
 - Technical document analysis, coordination, contribution, collaboration, and distribution in line with the Tracker to help advance Kensa's vision for low-cost decarbonised heating and cooling.
 - Produce high-quality briefing materials for senior internal stakeholders and customers on policy and key regulatory issues, opportunities and major Government announcements.
 - Timely production of policy news and responses to all major policy consultations affecting the Kensa Group with consultation from relevant stakeholders.
 - Work with Kensa's Marketing team to derive positive publicity from our positions.
 - Lead the development of new policy and research projects in synergy with Kensa's strategic objectives.

DETAILED DUTIES & RESPONSIBILITIES CONT.

STRATEGY

- Foster the case for the Kensa vision to 'make itself' through the creation of a public affairs strategy and framework for engagement and campaigns, supported by a dynamic and multi layered stakeholder map, and regular monitoring and reporting in line with OKRs.

Duties include, but are not limited to:

- Create sustainable structures for joint working, regular dialogue and partnerships.
- Identify and coordinate Kensa's senior management team's involvement across networks, relationships and joint initiatives.
- Provide counsel to internal leaders on corporate and government affairs, issues and opportunities, and facilitate involvement as appropriate.
- Work closely with Kensa's internal teams to provide policy-relevant and accurate messaging and materials.
- Work closely with the Group CEO, COO, and Operating Company MD's to identify optimum opportunities.
- Maintain a high profile and establish a reputation as an ambassador for the technology and our solution.
- Provide reports for board meetings.
- Support the Marketing & Strategic Communications Director, and work cooperatively and provide support as required for all companies in the Kensa Group.
- To undertake training and assist in training other members of staff as required.
- To be a positive ambassador of Kensa at all times.
- To work at all times in accordance with the Health & Safety at Work Act 1974 and to follow all company procedures and guidelines which assist this.
- To work at all times in accordance with the company's Employment Policies.
- To undertake such other duties as may be required within the general scope of the job.

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