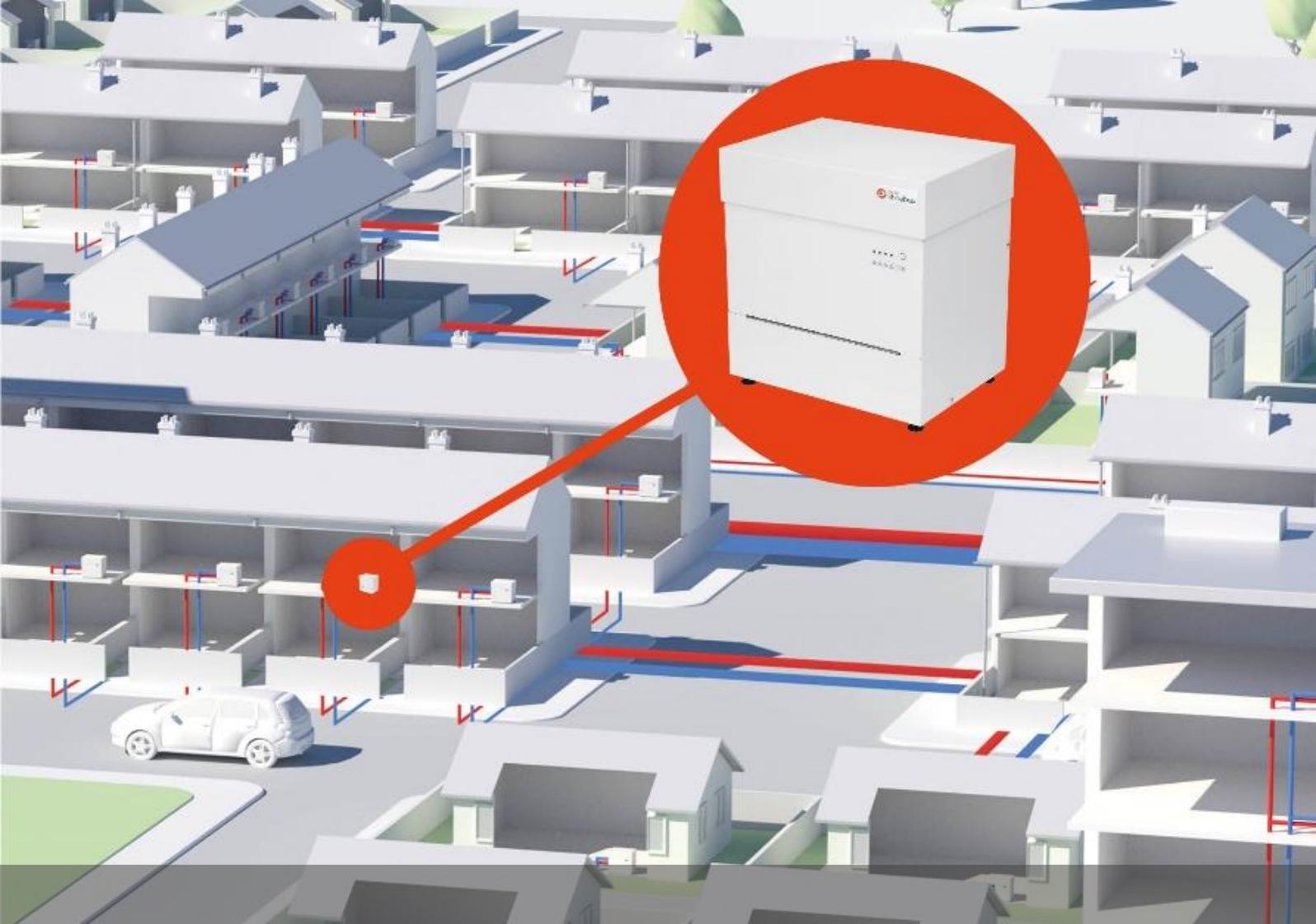




# PUBLIC AFFAIRS EXECUTIVE



# 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 rivaling the gas network to boiler model (Kensa Utilities).

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. 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 transition to zero carbon must happen and requires the wholesale reconstruction of infrastructure. 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. 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 Public Affairs Executive will support the exciting new Public Affairs function and help build Kensa's influence, engagement and reputation, and that of our technology and vision, and aid in the coordination of strategic partnerships, policy and regulations 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

The Public Affairs Executive will embrace and support the formation of a brand new, influential function within Kensa, dedicated to seeding, nurturing and securing validation and the best possible legislative outcomes and environment for ground source heat pumps to become the UK's mainstream heating and cooling technology. You will be shaping the future of our energy mix and our fight against climate change.

You will ensure a focussed, effective and organised public affairs strategy is coordinated. Supporting the Director of Public Affairs, you will advocate the Kensa Group's pioneering and proven solution for mass scale decarbonised heating and cooling by helping to build our reputation, relationships, influence, and public support, furthering the consensus opinion and ensuring the adoption of Kensa's vision for networked heat pumps as the 21st century equivalent to the gas grid.

Ultimately your success will secure and align positive outcomes for the business, our technology, and all key stakeholders – while simultaneously rewarding you with an inspiring career in an innovative environment, supporting 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 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.

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. Together, we will play a significant role in meeting the UK's target of 600,000 heat pump installations a year by 2028 and, ultimately, the country's plan to be net zero by 2050.



# ROLE BENEFITS

To facilitate your success as Public Affairs Executive, 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.

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 you will embrace and be excited by the challenge. 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.

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**Competitive salary:** £35,000 - £40,000. Dependent on qualifications and experience.

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

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**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.

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**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.

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

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

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**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.

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**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.

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

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

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# ROLE REQUIREMENTS

A black and white photograph of a person in a dark suit sitting at a desk. They are pointing their right hand towards a laptop screen. Another laptop is visible to the left. The background is a bright, slightly blurred office environment.

This is a unique role for an exceptional candidate looking to be at the very foundation of the nation's paradigm shift in heating and cooling approaches. We are looking for a candidate with exceptional organisational and analytical skills, meticulous attention to detail, strong commercial acumen, and drive to get results.

## EXPERIENCE

- Demonstrable experience in coordinating and project managing multi-layered stakeholder activities.
- 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).
- Working in or with a membership or political organisation/committee (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, Marketing.

## SKILLS

- Exceptional organisational and intermedial skills, including multitasking, time management, and meticulous attention to detail.
- Fast learner, expeditious, efficient, systematic and methodical, you have a flair for project and people coordination.
- Analytical eye and ability to understand and broadly interpret technical content.
- Good communication skills.
- Ability to adapt and flex, to pivot in new or changing situations.

## CHARACTER

- Deep social conscience and motivation, with a strong grounding and keen interest in current and public affairs.
- You are driven by high standards, a concern for precision, attention to detail and follow-through, and always deliver on schedule.
- An agile self-starter with a strong work-ethic.
- A strong, inquisitive sense and a readiness to see possibilities, opportunities, identify problems and their solutions.
- Driven and self motivated.

# ROLE RESPONSIBILITIES

The successful candidate will acquire the following key responsibilities:

- Support the Director of Public Affairs to develop and deliver the Public Affairs Strategy and focused campaigns that foster the Kensa vision and lead to a positive legislative environment and creation of impactful opportunities for ground source heat pump development and deployment.
- Support the facilitation of excellent relationships with a wide range of key stakeholders to ascertain and garner support for initiatives, developing alliances, partnerships and consortiums, and providing day-to-day coordination of activities, key memberships and networks.
- Continuously improve knowledge and understanding of key regulatory and policy development, monitoring the political and parliamentary horizon for issues and opportunities, and assisting activities to address them where applicable.

## WORKBASE

- This role could be based at Kensa offices in Truro or Exeter. Potential for hybrid home working. Remote working considered for the right candidate.
- The successful applicant will be legally permitted to work within the UK.

## REPORTING STRUCTURE

- Report to the Director of Public Affairs.

# DETAILED DUTIES & RESPONSIBILITIES

- Provide coordination and administration of the Public Affairs Strategy.
- Facilitate and support the Public Affairs Department and Leadership Teams engagement and strong ties with government officials, advisors, MPs, think tanks, advisory panels, NGOs, academia, senior industry leaders, and other key influencers, to keep them informed of Kensa's position, ensuring Kensa's Leadership Team is informed of upcoming regulatory and policy changes and that they create an optimum trading environment for the Kensa Group.
- Administration of lobbying efforts and key stakeholder engagements including but not limited to:
  - Administration and development of a detailed stakeholder map and network of advocates.
  - Research, compare, review, day-to-day administration (where appropriate), and inter-departmental coordination of strategic membership organisations and groups, to build effective alliances, representation, and ensure optimal outcomes and best value.
- Coordinate Kensa's engagement with and awareness of key regulatory and policy developments, including but not limited to:
  - Manage and maintain a company Tracker documenting and monitoring policy, consultations, regulations, research and schemes, helping to ensure relevant Departments are informed and coordination of activities in line with the Tracker and public affairs Strategy.
  - Read and understand technical documents, and provide informed commentary and judgement for their dissemination to relevant colleagues and collaboration with relevant individuals and parties.
  - Assist with the formation of drafting consultation responses, position statements and briefings, explaining complex issues in a straightforward manner.
  - Compile and disseminate policy and campaigns briefings and coordinate the development of materials to internal and external stakeholders.
  - Support the development of new research projects and collaborations in synergy with Kensa's strategic objectives to help inform legislation and regulations.
- Support the delivery of impactful advocacy campaigns with external organisations and partners.
- Coordinate campaigns and public affairs events and networking with the support of the Marketing team.
- Coordinate the communications of the Public Affairs Department with the support of the Marketing team (where appropriate).
- Work closely with Kensa's internal teams, and manage the allocation of relevant duties and activities with the Leadership Team.
- Support the Director of Public Affairs and 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](https://thekensagroup.com/kensa-job-vacancies)

OR SEND A CV AND A COVERING LETTER TO:

[jobs@thekensagroup.com](mailto:jobs@thekensagroup.com)