

# PR 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 innovative infrastructure asset company (Kensa Utilities).

The Kensa Group is transforming how Britain's heat their homes, delivering a 21st century alternative to the gas grid. With over two decades of proven expertise in low carbon technology, we want to connect people in homes and businesses across the UK to cleaner, greener, and cheaper heat. 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 Manager, you will help to share the Kensa vision with the media as well as promote the positive acceptance of ground source heat pumps both proactively and reactively.

Working closely with the Head of Content and Communications, you will identify, develop and deliver effective PR communications to support The Kensa Group and its operating companies.

Your success will educate, inform and inspire, securing Kensa's position as the authority on ground source technology and its role in the decarbonisation and electrification of heat in the media and amongst key markets – while simultaneously nurturing your creative and impactful dialogue mastery and eye for opportunity 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 exploring 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 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.

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.

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**Competitive salary:** £32,000 - £35,000 base.  
Dependent on qualifications and experience.

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

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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 (plus bank holidays) for 5+ years' service.

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**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.

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**Office culture:** We ensure you are well-stocked and have all the technology and equipment you need to perform at your best.

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**Social events:** Work hard, play hard, we love to host regular Kensa parties for staff and their families.

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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 is available after one year of service.

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



# ROLE REQUIREMENTS

We are looking for an exceptional PR professional with a proven track record of both traditional and digital PR techniques. 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 PR communications in line with an integrated marketing communications strategy.

## EXPERIENCE

- 3 years + experience in a similar role
- Successful PR 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 are calm and comfortable when commanding effective responses to the unexpected and are equally at ease with organisation and forward planning. You possess the drive and readiness to respond to challenges and the flexibility to execute tasks quickly. Your versatility and exceptional communication skills mean you excel in forums where you can build relationships. 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.

## ESSENTIAL SKILLS

- Creative and imaginative, curious and communicative
- Insightful understanding of digital and traditional PR disciplines and the role of PR within wider content and communication strategies
- Exceptional written and verbal communication skills
- Excellent relationship-building skills
- SEO and social media knowledge
- Project management skills, setting deadlines, managing workloads and delivery. Results-driven and KPI-focused
- Comfortable using data within campaigns and 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

# ROLE RESPONSIBILITIES

As PR Manager your role will be to drive the presence of Kensa and ground source heat pumps within the media. You will help the Content and Communications team and wider marketing team to drive Kensa's vision through different tactics as well as acting as a brand guardian. You will manage the press office and utilise both proactive and reactive PR approaches to gain high-quality media coverage to support the brands' reputation and visibility.

- Secure and increase the positive coverage of The Kensa Group and operating companies in national, regional, trade and broadcast press
- Manage the Kensa media centre and all incoming requests
- Keep on top of key media stories related to the industry and spot and act on opportunities for reactive commentary
- Write, edit and pitch press releases and commentary to a high standard
- Secure and sometimes draft forward features/OpEd pieces
- Work with company spokespeople to assist training /briefing
- Build and manage relationships with journalists/key publications
- Manage media site visits
- Work alongside client PR teams for mutually beneficial coverage
- Share case studies with relevant publications
- Support the team with crisis management planning
- Create social posts in relation to PR campaigns
- Create proactive consumer PR campaigns
- Work closely with the campaigns team to create timely proactive releases
- Measure and report on PR coverage, brand sentiment and share of voice
- Assisting the wider team as required

## WORKBASE

This role can be based at Kensa offices in Truro or Exeter with hybrid homeworking and some travel required.

## REPORTING STRUCTURE

- Report to the Head of Content & Communications.

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)