



JOB DESCRIPTION

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| Job Title | Communications and Engagement Lead | | |
| Salary | £34k to £39k | Grade | 7 |
| Version | January 2021 | | |

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| Reporting To | Project Director |
| Department | Havant Thicket Reservoir |
| Location | PW Head Office, Havant |
| Direct Reports | 0 |
| Key Interfaces | Internal – CEO, HR Department External – Customers; community and regional stakeholders; regulators; water companies; industry stakeholders; and consultants. |
| Purpose of role | To communicate with all stakeholders in a way that positively promotes the benefits of the Havant Thicket Reservoir project and builds healthy and lasting relationships with them. To keep everyone informed of the project's progress, highlighting good news stories. To implement communication strategies and plans to address specific project issues and needs. To ensure that the project has a positive role in the community and creates social value. To support the wider PW business from time to time. |

Values and Behaviours

We build success through a collaborative approach and by developing sustainable relationships. We will endeavour to provide a better service for both our internal and external customers and our colleagues. We will achieve this by following the Portsmouth Water core values:

- **Excellence** - Customer service excellence, Commercial awareness, Quality mind-set & drive for results, Innovation & continuous improvement, Adaptable & positive attitude.
- **Integrity** - Planning & organising, Building trust & reliability, Decision making & ownership, communicating clearly.
- **Respect** - Environmental awareness, Co-operative teamwork, Working safely & following the rules.

Task List

Media communications – identifying news stories, drafting news releases, recording radio clips, liaising with local media and community publications and building relationships. First line of response for media enquiries.

Social media – liaising with project team to source information, images and film to provide regulator posts for Facebook, Twitter and LinkedIn. Monitoring social media channels and responding to posts.

Brand – support development and use of Portsmouth Water and Havant Thicket Reservoir brand.

Website – ownership of the Havant Thicket Reservoir section of the website, ensuring all text and images are up to date; creating and posting new content, images, films, blogs.

Photography/film – commissioning photography and film to support communication activities.

Newsletter – draft of regular (quarterly) newsletter for Havant Thicket Reservoir newsletter distribution list and design and circulation in MailChimp account.

Education/Community – support education and community delivery programmes with production of materials and promotion.

Internal communications – drafting copy for the internal newsletter Newsplash; organising briefings for employees

Promotional material – where required draft and oversee production of promotional material such as leaflets, mailings, posters and brochures.

Construction support – support contractors with letters, signage and notices.

General: Tracking, measurement and reporting on activities and channels

Key Responsibilities

Health and Safety

- To comply with all policies and procedures relating to Health and Safety

Customer Service

- Delivering excellent customer service when dealing with internal and external customers.
- Encourage proactive and effective communications to help develop and maintain professional relationships with internal and external customers.

Performance and Service Delivery

- Lead on the development, management and delivery of reactive or proactive internal and external communications. This may be in relation to planned events, change programmes or portfolios or may be in response to operational incidents, issues or media enquiries.
- Develop key messages and targeted communications to engage and inform audiences to change or reinforce attitudes and behaviours
- Identify potential risk and/or key opportunities that support the Company's vision and values and use communication to maintain or develop the audience's engagement
- Maintain and improve existing communication methods and develop new channels in line with research findings and industry best practice
- Produce high-quality content for a range of print and digital channels, including both written and audio visual
- Keep abreast of the local and national news, industry agenda, digital communication trends and corporate communications best practice
- Establish and maintain regular contact with key stakeholders in order to build productive working relationships that will enable effective communication
- Quality assure communications materials to ensure they meet the specification agreed and that the tone, content and style is appropriate to the audience and in line with agreed corporate identity and key messaging
- Help maintain effective administration methods within the team to facilitate efficient ways of working. Examples could include the project image library, stakeholder lists and media coverage log
- Participate in the out-of-hours communications rota, as required, according to the Company's on-call policy

Personnel

- Encourage a collaborative working culture.
- Encourage demonstration and promotion of PW Company Values and behaviours.

Compliance

- Encourage and ensure compliance with agreed communication protocols

In addition to the above, the role will also include various tasks relevant to this role and will vary depending on business and departmental requirements.

Person Specification

Skills, Competencies and Qualifications

- Excellent written and verbal communications skills
- Ability to produce communication plans with measurable objectives that cover multiple channels and audiences
- Proven ability in dealing with communications challenges
- Strong prioritisation skills and ability to manage a busy and varied workload
- Accurate with good attention to detail
- Highly organised
- Decisive

This role description gives the post holder an understanding of the range of duties to be undertaken as part of the role. It does not detail every activity that will be required of the post holder. Specific tasks and objectives will be agreed with the post holder as necessary according to changing business requirements, priorities, and operational needs.