



# MARKETING & COMMUNICATIONS MANAGER

Portsmouth Water is a local fresh water supply company based in Havant, Hampshire. We have been supplying our local communities with safe and reliable drinking water for over 150 years whilst providing customers with high levels of customer service and excellent value for money.

We are looking for a Marketing & Communications Manager for a newly formed, high-profile role at Portsmouth Water, responsible for engaging and communicating with customers and stakeholders in delivering brand awareness, our strategic plans and public relations. As our passionate, creative, and strategic Marketing & Communications Manager you will be the brand ambassador and be the driving force behind communications within our diverse range of transformational programmes.

If successful, you will champion the role of strategic communications and engagement and provide advice to the leadership team on how to leverage different channels and adopt creative initiatives which cut through to reach, engage and influence our people and our customers to support and embrace the delivery of our 25-year Vision.

## Responsibilities Include

- To be the brand ambassador and ensure PW's brand guidelines are understood and followed. This could include participation at project/programme steering groups.
- Own the corporate communication strategy and PR activity, supporting the business in producing, copywriting and publishing documentation when needed.
- Own the customer communications strategy, managing external communication channels to ensure consistent and correct information is given in a timely manner at every touchpoint. This may include using tools to ensure content is accessible for vulnerable & minority customer groups.
- Develop the marketing strategy to drive brand awareness to our customers, employees, and the wider industry, whilst supporting the business in maintaining our upper-quartile C-MeX (customer satisfaction) performance rating.
- Measure and report on the effectiveness of communications to deliver continuous improvement in comms and engagement.
- Working with the regulator, consumer groups and wider industry in sharing best practice and delivering collaborative initiatives.
- Manage the marketing & comms team, creating an inspiring team environment with an open communication culture.
- Understanding of GDPR/data protection legislation procedures and requirements in a highly regulated environment. Working with our DPO to ensure compliance with our data protection policy.

Continued

**£44,619 - £49,605 (Grade 9)**

**Full Time**

**Based at Havant (Hybrid Role)**

Applicants should send a CV outlining current salary with 2 referees, plus a short presentation on why you believe you are suitable.

Apply to:

Ian Limb, Head of HR, PO Box 8, Havant PO9 1LG

E-mail: [jobs@portsmouthwater.co.uk](mailto:jobs@portsmouthwater.co.uk)

Website: [www.portsmouthwater.co.uk](http://www.portsmouthwater.co.uk)



We are happy to consider flexible working arrangements. This can include alternative days / hours of work or work location. Please specify any request in your application.

**CLOSING DATE: 6 JANUARY 2023**



## Requirements

To deliver the Portsmouth Water marketing and comms strategy as well as:

- Prior experience of working as a marketing and communications manager role or equivalent including demonstrable evidence of writing external documents, press releases and responses to consultations.
- Experience leading a team, managing stakeholders, and participating in new strategies in a fast-paced business environment.
- Ideally, you should have either a qualification in CIM, CIPR or have a marketing related degree.
- Ability to carefully analyse consumer and industry trends and interpret complex customer data and present findings in an accessible way to diverse stakeholder groups.
- Excellent attention to detail, proofreading skills, analytical skills and a passion for all things marketing and comms.
- In-depth understanding of marketing channels for existing customer marketing and how best to optimise these across multiple channels.
- Ability to influence others and move toward a common vision or goal.
- Positive approach to Health & Safety as well as working at all times in line with our values of Excellence, Integrity and Respect.

## Personal Attributes

- Adaptable to changing priorities and dynamic in your delivery approach.
- Able to prioritise workload and communicate effectively with all levels of the organisation.
- Able to give and receive feedback in a positive and constructive way.
- Strong analytical skills and a curious nature.
- Confident communicator, comfortable presenting to both small and large groups.

If successful in your application, you will be joining a forward-thinking team which really places the customer at the centre of everything we do. The Team has the opportunity to get involved in wider business activities such as volunteering at community events, being part of internal working groups and raising money for WaterAid. The Team really has the ability to influence our service to customers, suggest and implement improvements and develop personal skills.

For an informal discussion please contact Matt Hamilton, Chief Customer Officer on 07720 213195.