

# MARKETING AND COMMUNICATIONS OFFICER



As our Marketing and Communications Officer, you will work within our strategic smart metering transformation programme to influence and deliver the marketing and communications strategy for the programme.

This exciting and diverse role will be delivering campaign communications for our Smart Metering roll-out. From copywriting to campaign collateral, you will tailor the delivery of campaigns aligned to business and customer requirements. If you're looking to play a pivotal role in shaping communications to customers and can make a real impact, this is the place for you.

The successful individual will have a positive approach to Health and Safety and work at all times in line with our values of Excellence, Integrity and Future Focus.

## Responsibilities / skills and attributes:

- Develop and drive campaigns to a range of demographics through both digital (Email, SEO, PPC, social media, display, website) and analogue (out of home, print advertisements, PR and events) channels in close collaboration with the Marketing and Communications Manager.
- Audit current customer communications and copywrite new communications as required.
- Responsible for the planning, coordinating, and executing of campaign and communication activities alongside the Marketing and Communications Manager. This includes writing briefs, facilitating stakeholder meetings, and driving the activity forwards to deliver on time and to budget.

- Working with other programmes to drive engagement and ensure customers are communicated to effectively, in line with the GDPR.
- Monitor industry communication activities, materials, and positioning to gain inspiration.
- Attend company organised and external events to represent the brand.
- Act with integrity and maintain a future focus for the organisation and our customers.

## Qualifications and experience

### Essential:

Excellent written and verbal communication skills, At least 3 years' experience working in marketing and/or communications, Meticulous attention to detail and an analytical approach, Organised with the ability to multi-task and prioritise, Ability to develop and supervise communications activities, Ability to create and maintain effective marketing plans, Experience of writing a variety of long-form and short-form copy, Working proficiency in MS Office Application, Strong creative eye.

### Desirable:

Experience using Adobe, Experience working in a project environment, Experience working on large-scale customer campaigns in the utilities.

For an informal discussion, please contact Polly Mortlock, 07789 697504 or email [polly.mortlock@portsmouthwater.co.uk](mailto:polly.mortlock@portsmouthwater.co.uk)

## £36,396 - £37,330

(GRADE 6)

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.

We actively support equality, diversity and inclusion and encourage applications from all sections of society.

The Company has a responsibility to ensure that all employees are eligible to work and live in the UK.

If applying externally please include your CV and salary expectations.

 **Human Resources, PO Box 8, Havant PO9 1LG**

 **[jobs@portsmouthwater.co.uk](mailto:jobs@portsmouthwater.co.uk)**

 **[portsmouthwater.co.uk](http://portsmouthwater.co.uk)**

**CLOSING DATE: 10 JULY 2023**