

MARKETING AND COMMUNICATIONS LEAD

We're making a difference: Together, we can ensure that there is enough water for everyone, now and in the future.

Portsmouth Water is delighted to be hiring for an opportunity to join as our Marketing and Communications Lead, based in our Customer Service Department.

As our Marketing and Communications Lead, you will work with the support of our Marketing and Communications Manager to deliver our strategic programmes in line with the company's ambitions for the next 5 years.

This exciting and diverse role will be delivering campaign communications from copywriting to campaign collateral. In this role, you will play an essential role in tailoring 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!

What will you be doing?

Key Responsibilities

- 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

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320,000

Properties supplied
with water



170 Million

Litres of drinking
water per day



21

Natural water
sources



Excellence | Integrity | Future Focus

£32,861 - £40,276

GRADE 5-6

+ Non-contractual bonus related to company performance of up to 6% of basic salary

Hours:

Full-time | Permanent | Hybrid – 2/3 days in the office

Holiday:

24 days increasing up to 27 days, plus bank holidays

Pension:

A generous pension scheme in which Portsmouth Water will contribute up to 15%

Life assurance:

The life assurance scheme provides a death in service lump sum benefit of 4 times pensionable salary

Volunteering:

You'll have the chance to participate in Portsmouth Water volunteering days.

CONTINUED

CLOSING DATE: 21ST JUNE 2024



Excellence | Integrity | Future Focus

- Monitor industry communication activities, materials, and positioning to gain inspiration
- Navigating reporting and analysis in various programmes, such as Hootsuite and GA4
- Responding to customer queries on social media
- Supporting with communications during incidents
- Attend company organised and external events to represent the brand
- Act with integrity and maintain a future focus for the organisation and our customers

What do you need?

Skills, Competencies & Qualifications

- Excellent written and verbal communication skills (Essential)
- Demonstrable experience working in marketing and/or communications (Essential)
- Meticulous attention to detail and an analytical approach (Essential)
- Organised with the ability to multi-task and prioritise (Essential)
- Ability to develop and supervise communications activities (Essential)
- Ability to create and maintain effective marketing plans (Essential)
- Experience of writing a variety of long-form and short-form copy (Essential)
- Working proficiency in MS Office Application (Word/PowerPoint) (Essential)
- Strong visual design skills (Essential)
- Experience using Adobe (Desirable)
- Experience working in a project environment (Desirable)
- Experience working on large-scale customer campaigns (Desirable)

What can Portsmouth Water offer you?



Pension Scheme



Flexible Working Opportunities



Professional Development



Employee Assistance Program



Life Assurance



Annual Salary Review



Holiday Entitlement

Excellence in water. Always.
Committed to a sustainable future together

Apply Today

If you have the skills and experience to excel as our Marketing and Communications Lead, apply today at jobs@portsmouthwater.co.uk

We recognise people want to work in a variety of different ways, this means we are happy to consider flexible working arrangements. Please talk to us at the interview about the flexibility you may want.

We 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.

Due to the high volume of applications received we are unable to respond to unsuccessful candidates. If your application is of interest to us, we will normally contact you within 2 weeks of receiving your application.

Apply Now