



Job Description Senior Communications & Public Relations Manager

Job title: Senior Communications & PR Manager
Reporting to: CEO and Director of Finance and Resources
Location: King William Street, Monument, London
Contract: Permanent
Job description reviewed: June 2021

About Salix

Salix Finance Ltd (Salix) is a non-departmental public body, owned wholly by HM Government, established to accelerate public sector investment in energy efficiency technologies. Salix is funded by the Department for Business, Energy, and Industrial Strategy (BEIS), the Department for Education (DfE) and the Welsh and Scottish Governments, and works with public sector bodies throughout the UK, helping them to make progress towards achieving their carbon reduction targets.

Salix has worked with over 3,100 clients and more than 18,700 individual projects across the UK.

Salix has over 80 staff and are proud to have been awarded the Investors in People Gold Award and came first in the Sunday Times Top 100 companies to work for in category small companies, not for profit category in 2021.

Job purpose

Salix's principal business since 2004 has been to deliver interest-free finance to Public Sector Organisations in England, Scotland, and Wales, supporting them to deliver their carbon management plans by reducing their carbon footprint and energy bills.

On 30th September BEIS launched the Public Sector Decarbonisation Scheme (PSDS) and Public Sector Low Carbon Skills Fund (PSLCF) both of which are being delivered by Salix. The purpose of both schemes is to provide grant funding to Public Sector Organisations to deliver capital energy efficiency and heat decarbonisation projects within public sector non-domestic buildings, including central government departments and non-departmental public bodies in England. The scheme aligns with BEIS' new mission and priorities and will also encourage green investment, supporting the Government's net-zero and clean growth goals. Phase 2 of the PSDS was announced on 17 March 2021 and was launched on 7 April 2021.

The role

You will lead Salix's communications across our multi-stakeholder model which includes our funders, public sector bodies, employees etc and will support on all media issues related activities for climate related topics, raising the profile of Salix throughout the public sector and government stakeholders.

This is a role that will be full of variety, working alongside the CEO and the executive management team. We are looking for an experienced communications professional with natural gravitas and a track record of developing and delivering communications strategies to achieve results. you will lead on all aspects of developing and executing a communications strategy that underpins the delivery of the Public Sector Decarbonisation Scheme, as an enabler for the government ambitious emissions reduction targets.

As the senior Communications and PR Manager, you will manage a team of Communications and Public Relations (PR) specialists, overseeing the Communications and PR strategy and implementation for the organisation. You will prepare quarterly reports on key performance indicators of the communications PR and marketing function for the senior management team and the board of Salix.

Salix has recently gone through a period of significant growth. A substantial aspect of this role is to support the communications & PR of the company and concentrate on building reach throughout the customer base within England, Scotland and Wales showcasing achievements and innovation across the public sector, using targeted marcomms activity. You will also be an active member of the Corporate Management Team, contributing to strategic decision making across the company.

The successful candidate will also develop and maintain key stakeholder relationships with supporting agencies, funders, clients and partners, and ensure that all communications and PR-related risks in the lifecycle of the grants programme and with individual projects are managed effectively. We'd like to hear from strong writers and creative thinkers, who bring experience of working in complex organisations or managing several clients.

Key responsibilities

Senior Communications & Public Relations Manager

- Develop and implement company-wide communications and Public Relations strategy aligned with wider Salix business objectives.
- Develop and deliver strategies to build reputation among target audiences.
- Work in partnership with the senior managers in the delivery team to oversee the development and implementation of the communications and PR strategy for each of the public sector programmes, using a tailored approach to ensure the objectives of each programme are met.
- Ensure the relevant stakeholders in the company are briefed at an early stage about issues that may impact on the business' interests and counsel appropriate actions based on analysis.

- Provide strategic oversight to the management and development of the Salix website, including:
 - Ensuring the website is kept current and up to date
 - Planning in and overseeing any required website development work
 - Management of the relationship with our website agency
- Oversee campaign management for each of the public sector programmes, ensuring relevant metrics are captured and outcomes quantified.
- Report on KPIs and communication, PR & marketing metrics quarterly to senior management, the board and government stakeholders.
- Oversee development of the social media strategy for the organisation.
- Oversee events organisation and delivery at Salix.
- Build relationships with internal stakeholders from across the business to build trust and demonstrate the value of communications.
- Develop strategic stakeholder relationships and nurture partner relationships, e.g. working alongside the Carbon Trust to deliver the Public Sector Network forum.
- Build and nurture relationships with target journalists.
- Hands on media relations, pitching features, profile and opinion pieces.
- Write press releases, reactive statements and facilitate Q&A's sessions.
- Develop and manage Communications and PR procedures and processes, e.g. the sign-off process to quantify the value for money of delivery programme activity (including events attendance).

Brand management

- Management of the Salix brand, including working alongside the private sector to guide them in how to implement / promote the brand on their own channels.
- Management of the relationship with our brand agency.

Public relations

Proven track record designing and executing successful public relations campaigns at both a local and national level. Act as a spokesperson to the press and provide strategic leadership;

- Strategic Oversight management of our two PR agencies.
- Work with key agencies to develop a PR strategy for Salix.
- Write and produce copy where necessary and proofread/edit copy written by others.
- Provide strategic oversight on all written content going into the public domain.
- Oversee daily media monitoring, reporting anything of note to senior management.
- Crisis management and liaising with journalists.
- Oversee and contribute to sourcing awards and writing award entries to raise Salix's profile.
- Contribute to raising the organisation's profile and awareness throughout the public sector through partner organisations and networks, such as the EAUC.

Management

- Act as an active member of the Corporate Management Team.
- Adhere to and promote Salix working procedures, working consistently across all programmes and inputting into the improvement of processes.
- Management of the marketing budget with the support of the finance team.
- Mitigation of risk of the communications, PR and marketing function.

- Manage the company-wide client satisfaction process, reporting the findings to senior management and the board.

HR and team management

- Manage the communications and PR team.
- Ensure team staff are trained and developed according to job requirements to ensure Salix has the skills and experience to expand its business over the period of its current and planned future strategy.
- Develop strengths and skills of team members, undertake performance appraisals and support team members in their personal development and training plans.
- Responsible for individual and team health and safety.
- Recruitment and induction of new staff and conducting end of probation interviews.

Salary

£50,000 - 60,0000,

The scale increases by annual increments of £2,000 and are awarded based on performance

Employee Benefits

- 28 days annual leave
- Cycle to work scheme
- Contributory Pension scheme
- Employee support with public transport costs
- Training

Appointment Timetable

- The position has been advertised on 24 June 2021
- The position will be closed on 7 July 2021
- Shortlisting will be completed on 9 July 2021
- Interview dates 12 and 13 July 2021

If you wish to apply for this role please apply here:

[https://m.hays.co.uk/Job/Detail/senior-communications-and-public-relations-manager--london-en-](https://m.hays.co.uk/Job/Detail/senior-communications-and-public-relations-manager--london-en-GB)

[GB-4012734?q=4012734&location=&applyId=JOB_2309227&jobSource=HaysGCJ&isSponsored=N&specialismId=&subSpecialismId=&jobName=projects%2Fmeneral-balm-174308%2Fjobs%2F113429693673153222&lang=en](https://m.hays.co.uk/Job/Detail/senior-communications-and-public-relations-manager--london-en-GB-4012734?q=4012734&location=&applyId=JOB_2309227&jobSource=HaysGCJ&isSponsored=N&specialismId=&subSpecialismId=&jobName=projects%2Fmeneral-balm-174308%2Fjobs%2F113429693673153222&lang=en) we will require:

1. An up to date CV
2. All candidates are asked to submit a personal statement of no more than 1,500 words stating why they are suitable for the post of Senior Communications PR Manager.
3. You are asked specifically to address the 10 personal specification criteria that have been highlighted in the key criteria column of Appendix 1 (Appendix 1 available on our website here: <https://www.salixfinance.co.uk/about-us/vacancies2>)
4. Equality monitoring form available <S:\HR Policies & procedures\Forms\Equality Monitoring Form.doc>

Appendix 1: Personal Specification

CRITERIA	DESCRIPTION	KEY CRITERIA
QUALIFICATION S	Degree or equivalent professionally relevant qualification, eg PR, Journalism, marketing etc.	✓
	Evidence of further professional development	
	Management qualification level 5 or above* or equivalent and demonstration of completing relevant PR & Marketing training/qualifications	✓
EXPERIENCE	Minimum of 5 years management work experience in a PR & Marketing function	✓
	Substantial people management experience, leading and high performing teams	
	Experience of successfully delivering campaigns and public affairs activities, in house, in an agency or in an industry body setting	✓
	Proven track record of leading, delivering and/or implementing projects across an organisation, including at a senior level where necessary, within a timescale	
	Experience in providing advice and support to senior managers and employees	✓
	Strong Presentation experience, adaptable to audience, able to control the agenda yet show diplomacy.	
	Experience of working within e.g. public sector, central government, environmental sector etc.	✓
	Excellent computer skills; proficient in Microsoft office applications	
	Experience with technologies and best practices for campaigns across multiple platforms	
	Experience providing structured plans and setting clear objectives that implement strategy and drive delivery	
	Experience in establishing credibility and trust with key stakeholders, to build and extend positive relationships and influential networks	✓
SKILLS AND ABILITIES	Experience of making decisions through the analysis of relevant information and risk assessment	
	Ability to work flexibly and proactively within a small team	
	Ability to manage, prioritise and deliver a number of projects and work programmes within timescale.	
	Communicates effectively, confidently, and assertively. Ability to produce accessible and effective written briefings on complex topics for a variety of internal and external audiences.	✓
	Fosters collaborative and co-ordinated working across teams and in partnership with other organisations	
	Presents a credible and positive image both internally and externally	
	High level of numeracy	
Pays close attention to detail, ensuring team's work is delivered to a high standard	✓	

	Effective time management and ability to set realistic timescales for work delivery through a Performance Management System	
	Self-motivated and good organisational skills	
	Ability to effectively contribute at meetings and events participation	
	Knowledge of energy efficient and low carbon technologies	
	Understanding key political drivers to create the right environment for developing and delivering investment in energy efficiency	
	Good understanding of public sector structures, procurement processes, financial/budget flows and ways of work: Local Authority, higher education, NHS and other public sector e.g Central Government departments	
	Understanding of energy and carbon legislation in England, Scotland, Wales and Northern Ireland	
	Willingness to travel	
	Ability to make decisions that demonstrate commitment to Salix's corporate strategy	
	Challenges the views of others in an open and constructive way	
	Able to create a culture of learning, and maintain a capable and high-performance workforce	✓
Other	Demonstrate and understand equal opportunities	
	Willingness to learn and commitment to development and training for themselves and the team	

* if you do not have this qualification, evidence that you are studying for this qualification and date to complete will be considered as appropriate evidence.

