

Communications Manager - Job Description

Job title: Communications Manager

Reporting to: Senior communications manager

Location: Manchester

Job description reviewed: November 2024

About Us

We're Salix and we're on a mission to enable, and inspire, public sector organisations to move towards net zero.

We deliver government funding schemes to support councils, schools, housing associations, hospitals and universities boost their energy efficiency, reduce their impact on the environment, save money and to remove more households from fuel poverty.

We work with the UK government and the devolved administrations in Scotland and Wales.

As well as managing the funding schemes, we provide professional advice, expertise and support to grant recipients throughout all stages of their projects.

We also offer insight, intelligence and influence by sharing knowledge and lessons learned from project delivery to help improve future schemes and policy development.

We were created in 2004 and have been growing ever since. We now employ more than 225 people.

We are committed and passionate about supporting governments to reach their ambitious net zero targets. We are proud and excited to be on the journey with them.

Not that it matters but we are wholly owned by the Department for Energy Security and Net Zero.

Why work for us?

If you share our passion for addressing the urgent challenge of climate change and contributing to the UK's ambitious decarbonisation goals, we want to connect with you.

Embark on a fulfilling career with us where every day brings new challenges and rewards.

You'll have the chance to leverage your skills and expertise to shape impactful projects, both large and small, making a meaningful difference across the UK.

With offices in vibrant London and dynamic Manchester, our opportunities span both cities, offering you a chance to be part of a transformative journey wherever you feel most at home.

Recognising that our employees are the heart of our success, we prioritise their wellbeing and professional development and we offer a range of benefits.

As proud holders of the Investors in People Silver accreditation, we are committed to creating an environment where you can thrive.

Job Purpose

The communications manager is a member of the communications team but collaborates closely with teams across the business. They will have an eye for news and an appetite for a good story. They will become an expert in the decarbonisation field able to learn and share knowledge.

This role focuses on the schemes we deliver to support the public sector in improving its energy efficiency and reducing its carbon footprint. The post holder will work on developing communications strategies for the range of programmes and projects across our portfolio, internal and external.

To be able to write succinctly and at speed for a range of audiences, have an eye for detail and understand what makes a good story. You will need to be a self-starter and to work proactively to find opportunities for content to promote the work we do.

The jobholder will be fluent in working with the media and in public relations. They will develop a range of communications materials and briefings, social media management, survey development, monitoring and execution, and learning new platforms as well as supporting the full range of work we carry out.

The role will be a fast-paced and challenging one, working in a complex partnership across a wide variety of programmes, including working alongside our partners at the Department for Energy Security and Net Zero and the Scottish and Welsh governments.

Key responsibilities

Support the development of communication strategies and operational plans to support the delivery of key schemes including the public sector decarbonisation scheme (PSDS), Low Carbon Skills Fund (LCSF), our housing programme and schemes supporting the Scottish and Welsh governments.

- To provide communications advice to colleagues with confidence, tact, and diplomacy to deliver key objectives.
- Support any external media work.
- Support internal delivery teams with communications tasks.
- Working with wider communication and PR colleagues on proactive media ideas.
- Identification of speaking opportunities and development of presentations for programme leads to deliver.
- Support event organisation and delivery, requiring audience outreach.
- Support development, monitoring and execution of surveys and client feedback.
- Develop stakeholder relationships and nurture partner relationships.
- Represent the company at external events and visits.
- Contribute to raising the organisation's profile and awareness throughout the public sector through partner organisations, networks, and stakeholder relationships.
- Support the wider communications team in the organisation.
- To translate complex information into a clear and approachable format for a wide range of audiences.
- Identify social media opportunities and support the development and improvement of Salix's social media channels.
- Contribute to the improvement of the website which also includes input into assessing Google analytics and SEO.

Media

The manager will help deliver Salix's proactive and reactive media relations, which includes:

- Proactive media work including writing press releases, pitching stories and features and profile pieces. Developing great contacts with journalists with trade and local media.
- Gaining positive media coverage, including key messages, in key strategic publications.
- Able to produce internal and external video.
- Produce news stories for Salix own website.
- Providing effective responses to media and other information requests.
- Work with colleagues across the organisation to find compelling stories and ways to amplify key issues and opportunities.
- Collaboratively work with our clients to promote their work to the media and across other communication channels.
- Monitor our media coverage, sharing positive coverage with the team and wider organisation and alerting communication managers to negative coverage.
- Good knowledge of the media landscape.

Brand management

- Be a brand ambassador for the organisation, ensuring staff are using the branding correctly.
- Supporting internal and external queries about the use of the Salix brand.

Other duties to include:

- Contribution to the day-to-day running of the communications team.
- Taking calls from the media and referring them to other members of the team where appropriate.
- Taking all calls into the business requiring scheme information.

- Provide cover and assistance in the event of major stories or issues affecting the organisation.
- To undertake any other duties that may be required in relation to the provision of an efficient and effective communications support function.

Employee benefits

- 28 days annual leave
- Cycle to work scheme
- Contributory Pension scheme
- Season ticket loans

Appointment process

The Person Specification for this position can be found in Appendix 1. All criteria outlined in the specification are considered essential and will be assessed through a combination of the CV and interview.

All applicants must have the right to work in the UK.

Appointment timetable

n/a

Application information

If you wish to apply for this role, please submit the following to HR@Salixfinance.co.uk

1. An up to date **CV**
2. All shortlisted candidates will be asked to complete a practical test as part of the interview process
3. **Equality monitoring form**
4. Please state your availability for the planned interview period

Appendix 1

CRITERIA	DESCRIPTION	KEY CRITERIA
QUALIFICATIONS	<ul style="list-style-type: none"> Degree or equivalent professionally relevant qualification or evidence of work experience in communications and PR. 	✓
	<ul style="list-style-type: none"> Evidence of continuous professional development 	
EXPERIENCE	<ul style="list-style-type: none"> Relevant work experience of managing projects and individual staff 	✓
	<ul style="list-style-type: none"> People management experience both staff & customers 	
	<ul style="list-style-type: none"> Proven history of leading, delivering and/or implementing projects within an organisation 	
	<ul style="list-style-type: none"> Experience in providing advice and support to managers and employees 	✓
	<ul style="list-style-type: none"> Experience of leading and managing a team 	✓
	Ability to manage, prioritise and deliver a number of projects/marketing campaigns within timescale	✓
	<ul style="list-style-type: none"> Good IT skills, including all Microsoft Office programs the internet and the ability to create electronic documents 	✓
SKILLS AND ABILITIES	<ul style="list-style-type: none"> Ability to work flexibly and proactively within a communications team 	✓
	<ul style="list-style-type: none"> Ability to manage, prioritise and deliver a number of projects/marketing campaigns within timescale 	✓
	<ul style="list-style-type: none"> Communicates effectively, confidently and assertively both in writing and when speaking 	✓
	<ul style="list-style-type: none"> Fosters collaborative and co-ordinated working across teams and in partnership with other organisations 	✓
	<ul style="list-style-type: none"> Presents a credible and positive image both internally and externally 	✓
	<ul style="list-style-type: none"> Effective time management and ability to set realistic timescales for work delivery 	✓

	<ul style="list-style-type: none"> • Self-motivated and good organisational skills 	Your partner for a low carbon future
	<ul style="list-style-type: none"> • Good interpersonal skills 	
	<ul style="list-style-type: none"> • Ability to effectively manage external stakeholder relationships 	✓
	<ul style="list-style-type: none"> • Knowledge of energy efficient and low carbon technologies 	
	<ul style="list-style-type: none"> • Understanding key political drivers to create the right environment for developing and delivering investment in energy efficiency 	
	<ul style="list-style-type: none"> • Ability to make decisions that demonstrate commitment to Salix's corporate strategy 	✓
OTHER	<ul style="list-style-type: none"> • Demonstrate and understand equal opportunities 	
	<ul style="list-style-type: none"> • Willingness to learn and commitment to development and training for themselves and the team 	
	<ul style="list-style-type: none"> • Willingness to travel across the UK 	✓

* 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. Completing a training and development approval form in response to this advert does not meet the evidence criteria.

***Key:** ✓ = key criteria