

### **About us**

We're Salix and we're on a mission to help save the planet.

We enable and inspire organisations in the public and private sectors to achieve their ambitious net zero targets and create better places to live and work.

We're passionate about our work and proud to be on the journey with them.

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 remove 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 learnt 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 200 people. Our principal office is in Manchester, and we have a base at Canary Wharf in London.

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.

We offer fulfilling careers where every day brings exciting 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.

Recognising that our employees are the reason for our success, we prioritise their wellbeing and professional development.

As proud holders of Investors in People and Carbon Literacy Project accreditations, we are committed to creating an environment where you can thrive.

As you'd expect, we offer a variety of benefits, activities and training opportunities to ensure you excel in your role and enjoy your time with us.

We're committed to equal opportunities and we're proud of the diverse workforce we have. We continue to grow the diversity of our people, promoting an inclusive culture.

Role	Communications Manager
Department / Location	Manchester
Reports to	Senior Communications Manager
Package	Band C 28 days annual leave (excluding bank holidays) Cycle to work scheme Contributory pension scheme Employee support with public transport costs Supported training budget for staff Access to Employee Assistance Program
Overview	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>

<p>Key Responsibilities</p>	<p>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.</p> <ul style="list-style-type: none"> <li>• To provide communications advice to colleagues with confidence, tact, and diplomacy to deliver key objectives.</li> <li>• Support any external media work.</li> <li>• Support internal delivery teams with communications tasks.</li> <li>• Working with wider communication and PR colleagues on proactive media ideas.</li> <li>• Identification of speaking opportunities and development of presentations for programme leads to deliver.</li> <li>• Support event organisation and delivery, requiring audience outreach.</li> <li>• Support development, monitoring and execution of surveys and client feedback.</li> <li>• Develop stakeholder relationships and nurture partner relationships.</li> <li>• Represent the company at external events and visits.</li> <li>• Contribute to raising the organisation’s profile and awareness throughout the public sector through partner organisations, networks, and stakeholder relationships.</li> <li>• Support the wider communications team in the organisation.</li> <li>• To translate complex information into a clear and approachable format for a wide range of audiences.</li> <li>• Identify social media opportunities and support the development and improvement of Salix’s social media channels.</li> <li>• Contribute to the improvement of the website which also includes input into assessing Google analytics and SEO.</li> </ul> <p><b>Media</b></p> <p>The manager will help deliver Salix’s proactive and reactive media relations, which includes:</p> <ul style="list-style-type: none"> <li>• Proactive media work including writing press releases, pitching stories and features and profile pieces. Developing great contacts with journalists with trade and local media.</li> <li>• Gaining positive media coverage, including key messages, in key strategic publications.</li> <li>• Able to produce internal and external video.</li> <li>• Produce news stories for Salix own website.</li> <li>• Providing effective responses to media and other information requests.</li> </ul>
-----------------------------	--

	<ul style="list-style-type: none"> <li>• Work with colleagues across the organisation to find compelling stories and ways to amplify key issues and opportunities.</li> <li>• Collaboratively work with our clients to promote their work to the media and across other communication channels.</li> <li>• Monitor our media coverage, sharing positive coverage with the team and wider organisation and alerting communication managers to negative coverage.</li> <li>• Good knowledge of the media landscape.</li> </ul> <p><b>Brand management</b></p> <ul style="list-style-type: none"> <li>• Be a brand ambassador for the organisation, ensuring staff are using the branding correctly.</li> <li>• Supporting internal and external queries about the use of the Salix brand.</li> </ul> <p><b>Other duties to include:</b></p> <ul style="list-style-type: none"> <li>• Contribution to the day-to-day running of the communications team.</li> <li>• Taking calls from the media and referring them to other members of the team where appropriate.</li> <li>• Taking all calls into the business requiring scheme information.</li> </ul>
Key Skills and Competencies	See specification table below – Appendix 1

**Appendix 1**

CRITERIA	DESCRIPTION	KEY CRITERIA
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent professionally relevant qualification or evidence of work experience in communications and PR.</li> </ul>	✓
	<ul style="list-style-type: none"> <li>• Evidence of continuous professional development</li> </ul>	
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Relevant work experience of managing projects and individual staff</li> </ul>	✓
	<ul style="list-style-type: none"> <li>• People management experience both staff &amp; customers</li> </ul>	
	<ul style="list-style-type: none"> <li>• Proven history of leading, delivering and/or implementing projects within an organisation</li> </ul>	
	<ul style="list-style-type: none"> <li>• Experience in providing advice and support to managers and employees</li> </ul>	✓
	<ul style="list-style-type: none"> <li>• Experience of leading and managing a team</li> </ul>	✓
	<ul style="list-style-type: none"> <li>• Ability to manage, prioritise and deliver a number of projects/marketing campaigns within timescale</li> </ul>	✓
	<ul style="list-style-type: none"> <li>• Good IT skills, including all Microsoft Office programs the internet and the ability to create electronic documents</li> </ul>	✓

<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>Ability to work flexibly and proactively within a communications team</li> </ul>	✓
	<ul style="list-style-type: none"> <li>Ability to manage, prioritise and deliver a number of projects/marketing campaigns within timescale</li> </ul>	✓
	<ul style="list-style-type: none"> <li>Communicates effectively, confidently and assertively both in writing and when speaking</li> </ul>	✓
	<ul style="list-style-type: none"> <li>Fosters collaborative and co-ordinated working across teams and in partnership with other organisations</li> </ul>	✓
	<ul style="list-style-type: none"> <li>Presents a credible and positive image both internally and externally</li> </ul>	✓
	<ul style="list-style-type: none"> <li>Effective time management and ability to set realistic timescales for work delivery</li> </ul>	✓
	<ul style="list-style-type: none"> <li>Self-motivated and good organisational skills</li> </ul>	
	<ul style="list-style-type: none"> <li>Good interpersonal skills</li> </ul>	
	<ul style="list-style-type: none"> <li>Ability to effectively manage external stakeholder relationships</li> </ul>	✓
	<ul style="list-style-type: none"> <li>Knowledge of energy efficient and low carbon technologies</li> </ul>	
	<ul style="list-style-type: none"> <li>Understanding key political drivers to create the right environment for developing and delivering investment in energy efficiency</li> </ul>	
	<ul style="list-style-type: none"> <li>Ability to make decisions that demonstrate commitment to Salix's corporate strategy</li> </ul>	✓
<b>OTHER</b>	<ul style="list-style-type: none"> <li>Demonstrate and understand equal opportunities</li> </ul>	
	<ul style="list-style-type: none"> <li>Willingness to learn and commitment to development and training for themselves and the team</li> </ul>	
	<ul style="list-style-type: none"> <li>Willingness to travel across the UK</li> </ul>	✓

\* 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

### Appointment Process

Salix is an equal opportunities employer and has a policy of equal pay. Applicants must demonstrate through their CV and first stage interview with our recruitment partner that they meet the qualifications, experience, skills and abilities listed above.

- Please be aware that Salix will only accept applications which contain all the requested supporting documentation detailed above, and candidates that do not submit all requested documentation will not be contacted to submit a full application.
- All applicants must have the right to work in the UK and documentation is required to support this.

## Communications Manager



If you wish to apply for this role, please send an updated CV and personal statement to [john@nobulrs.com](mailto:john@nobulrs.com)