



Senior Campaigns Officer

Job title:	Senior Campaigns Officer
Reporting to:	Peter Jenkins, Director of Communications
Salary:	£39,000-£45,000 depending on experience (full-time)
Applications:	Please provide the following to careers@water.org.uk by 9am Wednesday 10 th March: <ul style="list-style-type: none">• Your CV• A covering letter of no more than 300 words explaining how your skills and experience fit the role• A response in no more than 300 words to the following question: “Why do you think this would be a good time to be managing campaigns on behalf of the water industry?”
Location:	Currently home-based. Our office is in Westminster, London.

The Role

This newly-created role in Water UK’s communications team will lead on planning and implementing a communications and stakeholder relations programme to support delivery of all campaign activity.

You will input into a number of areas, including:

- shaping, designing and supporting day-to-day management of all campaigns (Water’s Worth Saving, net zero carbon, river health, plastics reduction, social mobility and Fine to Flush);
- providing strategic comms and external stakeholder input;
- campaign launches and event management where necessary and coordinating member comms activity in all these areas.

You will have active and regular engagement with the media, government and agency officials, NGOs, Water UK members and colleagues, and other stakeholders.

The role requires the ability to be self-sufficient and motivated, the confidence to deal with multiple stakeholders, and the ability to manage complex and sometimes technical information. Ideally the candidate will have already worked within a membership organisation, an agency environment or within an industry sector.

You will report directly to the Director of Communications but will work closely with the wider comms team and the relevant policy leads within Water UK.

Key responsibilities for the role include:

General

- Supporting and co-ordinating industry communications and stakeholder relations on all campaign activity to achieve maximum positive impact
- Developing and implementing an effective communications and strategic plan for all campaign areas
- Working closely with policy and comms colleagues to manage day-to-day campaign delivery, identify communications opportunities and ensure alignment of activity with overall communications strategy
- Provide leadership and be proactive and results-driven with media, government and regulators (in relation to campaigns)
- Managing external third-party comms, digital, and design agencies to support campaign delivery
- Commissioning research and overseeing the publication of major documents and reports
- Representing Water UK at meetings and events related to campaign areas

Media Relations

- Working with the Communications Manager to set the overall media strategy for campaigns including local and national news media, online news sources and trade/specialist media
- Dealing with any incoming media and other stakeholder enquiries providing accurate information in line with agreed key messages
- Developing messaging based on research and insight
- Developing compelling content for use in a range of media outlets, including quotes, articles, comments, and new stories
- Identifying emerging media stories and themes, and providing advice on appropriate action to take
- Evaluating current communications activity and messages
- Liaising with and providing leadership to the relevant comms leads in member companies to ensure coordination of activity and messaging
- Working with the Comms team colleagues to ensure media, digital, public affairs and events all align
- Ensuring that compelling creative content is created, and delivered to time and budget

Stakeholder relations

- Working with the Public Affairs Manager to support and help develop a public affairs and external engagement strategy for all campaign areas, including setting up meetings with politicians, third party stakeholders, etc
- Creating and implementing a detailed external relations and events plan to deliver the strategy
- Creation of stakeholder and political briefing materials, ensuring their timely dissemination to the right targets

The Person

You will be ambitious, self-directed, have a hands-on mentality, but work well within a small team. You will be driven to create change through engaging and enabling others and will have personal ownership to deliver. They will communicate extremely well and be able to influence without authority.

All Water UK candidates will be expected to be:

- A great team player, with a natural ability to collaborate across an organisation and the desire to see everyone succeed.
- Confident multitasking and prioritising workloads, with a can-do attitude, ability to get things done, and ability to manage projects
- Articulate in front of senior internal and external audiences
- Outward-looking and curious, with experience of working with and influencing other organisations or building coalitions and networks

Specific requirements for this role include:

- 5+ years of experience of communications, strategic marketing or government and public affairs
- Able to think long term while having focus on the short-term requirements needed for the role

We strongly welcome applications from everyone, of all backgrounds, and are committed to treating every application fairly. Please note that all candidates must already be eligible to work in the UK

About Water UK

Water UK represents all water and wastewater service providers in England, Scotland, Wales and Northern Ireland. We are made up of a small and very friendly team of highly motivated people drawn from a range of industries and Government.

Though currently home-working, in more normal times we are headquartered in Westminster in London, and work closely with regulators, Government, Parliamentarians, civil society and experts of all kinds.

You can find out more about us at www.water.org.uk