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## Job Description

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**Job Title:**                    **Communications Manager**

**Reports to:**                 Sales & Marketing Director

**Direct reports:**         **Marketing Executive**

**Department:**            **Business Development**

**Date:**                        **February 2019**

**Working Hours:**        **37**

### **Job Purpose:**

To add value to the business by providing a comprehensive and cost-effective communications service; encompassing, internal and external communications PR and community relations, operating both in support and as a driver to the meeting of the Company objectives.

### **Key Accountabilities:**

- Develop a comprehensive public relations strategy working across the group to identify the most suitable communication methods which assists the meeting of business objectives, opportunities or targets within Company guidelines.
- Develop an internal Communications Strategy which supports the overall mission and vision of the organisation to support wider Health Life and wellbeing programmes.
- Develop an external Communications Strategy which engages with key stakeholders to further the reputation and standing of the Company to include a Stakeholder Engagement Strategy.
- Lead the operation of an effective press and PR office including management of third parties to respond to the needs of the business on a 365 basis.
- Manage crisis PR issues and the risk to Phoenix Natural Gas.
- Measure and monitor performance of the department against targets and provide timely and regular reports demonstrating how the Communications and Corporate Affairs strategies are being delivered within the agreed budget.
- Arrange, organise exhibition displays and major launch activities as required in order to support and develop the marketing strategy, whilst being cost effective,



ensure the exhibitions promote the desired company image and achieve the appropriate business results.

- Assist where appropriate in the development of the company marketing strategy with specific reference to providing a coordinated approach to maximising publicity and public relations coverage from relevant marketing activities.
- Co-ordinate, control and monitor Communications and Corporate Affairs expenditure to ensure that the overall budget is maintained within budgetary constraints.
- Support the development of the Energy for Children Charitable Trust through support on Fundraising and publicity relating to the work of the Trust.
- Co-ordinate the development and implementation of a market research strategy in line with management team guidelines and operational requirements.
- Provide the business with a sound link into communities and educational groups and deliver business objectives in these vital areas working with relevant partnership organisations.
- Support the collection and maintenance of the company's corporate database ensuring that the database is compliant with current GDPR requirements.
- Manage the people allocated who are responsible for the delivery of cost effective marketing and communications solutions.
- All Managers / Supervisors have an ongoing responsibility for the promotion of Equal Opportunities and for Health, Safety and Environmental issues. Managers / Supervisors are also responsible for ensuring staff adhere to Equal Opportunities and Health, Safety and Environmental considerations.

#### **Generic Accountabilities:**

- Establish, develop and maintain effective working relationships with all work colleagues, contractors and partnering agencies to ensure an integrated contribution to PNG's corporate objectives.
- Observe and comply with policies and procedures for Health and Safety at Work and observe and continually promote equal opportunities and customer care in compliance with organisational aims and objectives.
- Participate in learning and development activities that develop personal effectiveness and assist in improving performance in the role.
- Undertake any other duties as may reasonably be required in line with the level of responsibility of the post and in order to meet the changing needs of the organisation.



*This is an overview of the job as it is presently constructed. This will be periodically reviewed and updated to ensure that the job description fully reflects the level of duties and responsibilities required of the post holder. The post holder and line manager will be included in any discussions to update the job description and it is our aim to reach agreement on reasonable changes, but if agreement is not possible Phoenix Natural Gas Ltd reserves the right to insist on changes to your job description after consultation with you.*

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# Person Specification

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## Communications Manager

Section	Criteria (Essential/ Desirable)	Assessment method - application form/ interview etc
<b>Education, qualifications and training</b>	<u>Essential</u> <ul style="list-style-type: none"> <li>Degree/Equivalent in marketing, communications, public relations or related business discipline.</li> </ul>	Application
<b>Experience</b>	<u>Essential</u> <ul style="list-style-type: none"> <li>A minimum of 3 years' experience in handling of relevant corporate affairs type activities.</li> <li>Experience of effectively communicating with a broad spectrum of stakeholders to include business, community and political stakeholders.</li> <li>Experience of budget management and the delivery of cost-effective communication solutions.</li> </ul> <u>Desirable</u> <ul style="list-style-type: none"> <li>Experience of working in a small flexible marketing/communications department.</li> <li>Strong analytical and project management skills.</li> </ul>	Application/Interview
<b>Job skills, knowledge and abilities</b>	<u>Essential</u> <ul style="list-style-type: none"> <li>Highly focused and results driven.</li> </ul>	Application/Interview

This job description is designed to outline the main duties and responsibilities associated with the post, but is not intended to be an exhaustive list of duties performed.