



# **POWERING YOUR CAREER**

**PR and Digital  
Communications Advisor  
Role Profile**

## PR and Digital Communications Advisor

Location: North East or Yorkshire

Directorate: People and Change

Job Ref No: R5213

### Do you want to help power your career and be part of an evolving energy industry?

An exciting opportunity has arisen for an enthusiastic PR and Digital Communications Advisor to join our team.

The energy industry is advancing with investment in smart technology innovation and Northern Powergrid, as the company responsible for powering everyday life for 8 million customers across 3.9 million homes and businesses in the North East, Yorkshire and northern Lincolnshire, is at the forefront of delivering a power network that meets the region's needs now and in the future.

We are looking for someone who is passionate about communications and can help share our story as we deliver our plans to invest in our network, support net zero and create a greener energy future.

You will play a key role in delivering high quality proactive and reactive communications content across Northern Powergrid's channels that meets our business objectives and communications priorities.

Along with a competitive salary of up to £37,000 we also offer great benefits such as:

- Enrolment into our pension scheme
- 25 days holiday
- Up to 10% performance bonus

We're excited to hear from candidates with a passion for our company and the energy industry and a desire to succeed. [Apply now](#) and we'll be in touch.

### Key Responsibilities

The successful candidate will be accountable for:

- Producing engaging and diverse PR content (imagery, infographics, video, audio and blogs) for promotion across Northern Powergrid's website and organic social media channels.
- Creating and delivering a range of paid digital communications campaigns.
- Generating proactive news releases and engaging with local, national and trade media to secure coverage
- Responding to escalated media enquiries, drafting statements, engaging with media and, where appropriate, acting as media spokesperson.
- Supporting the delivery of consistent branding across Northern Powergrid's external communications including updating existing materials and creating new corporate content.
- Managing Northern Powergrid's media monitoring and press office management contracts and delivering a Daily News Digest every weekday.
- Working with the Communications Manager to deliver corporate communications requirements during escalated events, which will include working outside of core hours at times
- Supporting the Communications Manager by representing Northern Powergrid on energy industry communications and campaign groups, as appropriate.
- Monitoring and reviewing the effectiveness of external communications channels.

## **Key Competencies**

- Excellent oral and written communication skills, including the ability to effectively communicate complex ideas to a range of audiences through range of channels
- Ability to build relationships and influence across different levels of seniority and specialisms
- Strong organisational, communications and media management skills
- Timely delivery of work to tight deadlines with competing priorities
- Well-motivated self-starter
- Ability to work to creatively, to budget and deliver demonstrable benefits for business and its stakeholders

## **Qualifications and Attributes**

### Essential Qualifications and Experience

- Good level of professional qualifications, university education in an appropriate degree (communications, journalism, public relations, marketing) or at least three years' commensurate work experience.
- Ability to manage complex media issues with reputational implications for Northern Powergrid.
- Highly developed writing and content production skills including social media, video and audio.
- Creative skills to develop content that influences, informs and engages media, customers and other key stakeholders.
- Minimum of two year' media management experience (handling enquiries, key message delivery, spokesperson briefing and media training).
- Strong interpersonal and relationship-building skills including experience of building effective working relationships with colleagues as well as the managing media and external agencies.
- High level competency with Microsoft IT packages.
- Experienced and confident communicating with senior leaders.
- Capable of managing comprehensive workload to tight deadlines, under pressure.
- Experienced in crisis management.
- Full valid UK driving license.

### Desirable Qualifications and Experience

- Good understanding of the electricity industry.
- Experience performing a similar role within a customer-facing organisation.
- Experience of using systems such as Drupal, Canva, Hootsuite and Google Analytics advantageous.
- Experience of Adobe Creative Suite.
- Experience of working closely with other communications disciplines including marketing, stakeholder engagement and public affairs.

[Click here to apply today](#)

Visit [northernpowergrid.com/careers](https://www.northernpowergrid.com/careers) to find out more about this and other career opportunities.

**Posted: 2 August 2022**

**Closing date for applications: 4 September 2022**

*Applicants are considered on the basis of their suitability for the post irrespective of sex, marital status, sexual orientation, gender re-assignment, race, age or disability, in accordance with the Equality Act 2010.*