

Job Profile

Content and Communications Executive

Location	Solihull
Reports to	Senior Marketing Manager
Hours	Nominally 37 hours but operationally available at all times to meet company requirements
Contract	Permanent
Constraints (travel/ base/ working patterns etc)	You are expected to attend our offices for a minimum of 2 days per week and as required by the Company, for the proper performance of your duties or for specific meetings, events or training.
Salary	£35k plus bonus eligibility, contributory pension, life assurance and further benefits
Date	November 2025

About us

We are the skills experts and voice for the energy and utilities sector. We have a specialist role that brings together industry and policy to address skills and workforce needs to deliver opportunity across the UK.

We help shape the nation's gas, power, water and waste talent now and in the future across the whole of the United Kingdom. With access to employers, policy makers and industry bodies, we're in a perfect position to identify current and future demands for workforce and skills, and then explore and implement solutions

About the role

Reporting to the Senior Marketing Manager, the Content and Communications Executive will play a key role in delivering strategic and corporate communications across a wide range of channels, including social media.

You will be responsible for creating and curating impactful content that drives engagement, and maximises organic reach across web and AI search. You will collaborate with, digital marketing, and subject matter experts to produce high-quality articles, web pages, and web copy that align with SEO best practices and Energy & Utility Skills' tone of voice.

Aligned to our strategy, values and personality you will demonstrate an excellent 'new sense' and work at pace to ensure our impact across the UK is captured and that our 'story' is told.

About you

The role requires a creative, results-driven individual who can deliver impactful content across multiple platforms, ensuring consistency in brand tone, message, and purpose.

Self-motivated and proactive, you will have a good understanding of social media, SEO and be developing expertise in AI search. You will have many creative ideas of how to engage with our audiences, using a range of digital media to increase the reach and success of our campaigns.

With experience of managing campaigns and delivering engaging content, you will be able to establish effective relationships with customers and colleagues at all levels and demonstrate your commitment to continuous professional development.

Key Responsibilities:

Content development

- Plan produce and deliver impactful and engaging content, ensuring alignment with wider commercial and campaign objectives to include the delivery of press releases, news articles in line with corporate personality and tone.
- Plan, produce, and publish engaging, high-quality content for the website, email newsletters, social media platforms and printed collateral.
- Lead the development of member-focused and campaign-related content, including articles, press releases, guides, and reports.
- Build relationships across the Group to identify and promote key insights that evidence credibility and insights, amplifying the Group's skills voice position and ensuring representation across water, energy, waste and all four nations.
- Monitor the performance of communications activity and contribute to evaluation and reporting

SEO and Digital Communications

- Create SEO-optimised and AI search ready copy for website to improve organic visibility and user experience.
- Use AI tools to streamline content creation, improve consistency, and enhance productivity across all channels.

- Develop engaging content for social media to increase awareness and encourage customer advocacy, shares, and engagement.
- Monitor and maintain high standards of accuracy, consistency and brand alignment across all copy.
- Support the business in developing/hosting external events and webinars as needed.

Additional responsibilities

- Demonstrate alignment with the organisation's values through a collaborative approach, professionalism, and a clear focus on quality and impact.
- Commitment to continuous learning, taking ownership for personal and professional improvement and contributing positively to the culture and performance of the team.
- Ensure compliance with Energy & Utility Skills data protection policies and processes.
- Take reasonable care of your own health and safety and that of others in the workplace.

Job Holder Specification

Specification	Essential	Desirable
Knowledge & Experience		
Proven experience in copywriting or content creation.	✓	
Demonstratable ability to write for different audiences and platforms, including social media and SEO-driven content;	✓	
Experience of managing paid social media advertising campaigns.	✓	
Demonstrable track record of building and maintaining effective internal and external relationships.	✓	
Commitment, curiosity and commitment to continuous learning, with experience of taking ownership of personal and professional development.	✓	
Familiarity and experience of working with AI tools for content generation and optimisation (e.g. ChatGPT, Copilot).		✓
Experience of working within skills, energy and utilities or a membership organisation.		✓
Competencies & Skills:		
Knowledge and ability to use content management systems (e.g., HubSpot) and social media management tools; proficiency in Google Analytics and keyword research tools.	✓	
Presenting and communicating information: exceptional ability to discuss and write clearly and succinctly, writes convincingly across a range of communications channels, presents and undertakes public speaking with skill and confidence, responds quickly to audience needs and projects credibility	✓	
Writing & Reporting: Writes clearly, succinctly and correctly; writes convincingly in an engaging and expressive manner; avoids the unnecessary use of jargon or complicated language; writes in a well-structured and logical way; structures information to	✓	

meet the needs and understanding of the intended audience.		
Applying Expertise & Technology: Applies specialist and detailed technical expertise; develops job knowledge and expertise through continual professional development; shares expertise and knowledge with others; uses technology to achieve work objectives	✓	
Planning & Organising: Sets clearly defined objectives; plans activities and projects well in advance and takes account of possible changing circumstances; manages time effectively; identifies and organises resources needed to accomplish complex and varied projects and tasks; monitors performance against deadlines and milestones.	✓	

Our Values

Together

We are stronger, collaborating internally and externally to deliver success as one high performance team.

Credible

As specialists, we are trusted to provide thought leadership, the skills voice for Industry and skills solutions for energy and utility industries.

Making A Positive Difference

A great place to work, we individually and collectively play a key role in shaping a greener world.