

Communications team role



Introduction from the CEO

Water is used by each of us every day, but until recently was rarely the subject of political debate. Greater scrutiny on the industry has created an unprecedented opportunity to challenge conventional wisdom and secure acceptance for contentious – but necessary – reforms. Joining Water UK provides the chance to develop ideas that are radical but progressive, and design the strategies needed to have them adopted by decision-makers.

Since joining as CEO in 2023, and supported by our Chair, the former Cabinet Minister Ruth Kelly, Water UK has increasingly been at the centre of leading work to ensure that the water industry better meets the needs and interests of society. This has included major new transparency platforms, sweeping and detailed work on long-overdue reforms and building the detailed case for investment.

However, there is much more to do and, in the next few years, I have three main priorities.

First, we need to ensure that industry is well-placed to deliver a quadrupling of capital investment over the next five years. This investment must deliver tangible benefits for customers and the environment or we will lose trust. To accelerate that progress we must also work with government to modernise controls over sewage treatment and wider pollutants across society, much of which can enter the water sources from which we take drinking water for treatment.

Secondly, we must work with Government on its major programme of reform, including the independent Commission being led by Sir Jon Cunliffe. Our aim is to develop major, well-evidenced and compelling policy ideas that better enable the sector to deliver on its long-term ambitions. Those ambitions include much better environmental performance and the huge effort needed to secure water supplies against climate change and to support economic growth and new homes.

It is hard to overstate the potential of this Commission. Since privatisation in 1990, there has been no major change to water regulation. With public and political expectations running very high, Water UK is uniquely well placed to shape the future of water for decades to come.

The third is to bolster our organisation's national capabilities across policy, regulation and wider engagement. The industry looks to Water UK to analyse some of the most profound public policy challenges facing the country. We need to develop and deliver policies in partnership with some of the largest companies in the country, as well as the most senior decision makers across government, regulators and NGOs.

Recognising the challenges and opportunities facing the industry, and our members' commitment to Water UK, we are expanding the organisation and are currently seeking to recruit a variety of roles across policy, regulation and public affairs.

If the kind of questions we're grappling with sound interesting, and you are excited about making a real difference on a subject that touches the lives of everyone in the country, I would love you to apply for one of our vital new positions. Should you have any further questions about the role, please see [here](#) to get in touch or to apply.

“

First, we need to ensure that industry is well-placed to deliver a quadrupling of capital investment over the next five years

David Henderson
CEO



(Senior) Communications Executive

Title: Communications Officer /
Senior Communications Executive

Reports to: Director of Communications

Remuneration: £32,000- c£38,000

Location: Westminster with some hybrid working

This critical new position will be part of a highly capable team leading the industry's work on the future of the whole sector and its efforts to secure positive reforms for the sector to meet society's demands for change. It is a fast-paced role with exposure to senior decision makers and the opportunity to have a real and enduring impact for customers and the environment. The work is high-profile, varied and interesting.

Water UK's Communications Team is led by our Director of Communications. The team is responsible for all media relations, our website and any microsites, all campaigns and social media. Our team is highly collaborative, and the successful candidate will be expected to work flexibly across the team, reporting to the Director of Communications.

The water industry is under huge political and public scrutiny, meaning Water UK's communications team is exposed to senior industry and media stakeholders on a regular basis. Our team plays a vital role in our work to achieve the reform needed to deliver the improvements that the public rightly expect. There is no such thing as a typical day.

The successful candidate will work across a range of activities, including media relations; writing statements and content; producing briefing material; working on and executing campaigns; planning for launches and events; generating positive PR opportunities.

The role demands a high standard of written and spoken English and requires the ability to work accurately at speed.

Skills and Experience

The successful candidate will have the following attributes.

Key Responsibilities:

- Dealing with responses to national and specialist media enquires
- Producing draft media statements, press releases and media advisories
- Writing blogs and other content for publication and our website
- Helping to produce briefing material (media Q&As, talking points, etc)
- Liaising with colleagues, members, media, stakeholders and others
- Helping to devise campaigns and deliver them over a range of social, digital and paid channels
- Supporting the team in the delivery of projects as required

Person Specification:

- Excellent written and verbal English with the ability to communicate with clarity, brevity and impact
- Excellent organisational skills, able to juggle a broad range of tasks and projects with limited oversight
- Excellent clarity of thought and attention to detail: able to develop an argument from first principles or using data and research tools
- Initiative and drive to learn quickly and deliver small projects
- Work within a small team with the ability to build relationships and networks quickly
- Manage different stakeholders and empathising with their likely concerns and needs
- Minimum 1-2 years in a communications role either in-house or agency-side, ideally with media relations experience

About Water UK

Water UK represents all 17 of the water companies across Scotland, Wales, England and Northern Ireland. Our members range from Government-owned and not-for-profit companies to some of the UK's largest enterprises listed in the FTSE100. Water UK's job is to act as a force for good by understanding the biggest challenges facing the sector and solving them. Our activity ranges from developing long-term plans to suggesting legislation to running national behaviour change campaigns. Some recent areas of focus include:

- The increasing pressures to public water supply and the environment from drought. We are responding with work on [leakage](#), [new reservoirs and water transfers](#), and a [national campaign](#) to reduce wasted water.
- Achieving faster progress on sewage spills at lower cost to the customer (for example, by leading the [work on options](#), setting out a [plan of action](#) and campaigning to [reduce sewer blockages](#))
- Improving the broader condition of rivers and seas (for example, by reducing pollutants from sewage works or [supporting the creation of new wetlands and other nature-based treatment](#))
- Achieving [net zero operational emissions](#), reflecting the sector's use of about 2% of UK electricity

- Responding to new threats to drinking water, like microplastics and [persistent toxic chemicals](#)

- Better support for [vulnerable customers](#) and those [struggling with bills](#)

We also work to ensure that Ofwat's decisions [secure sufficient investment](#) for dealing with these challenges, and consider how they could better deal with specific problems like the [aging state of infrastructure](#). We promote education, [information](#) and understanding and work very closely with the most senior leaders across the UK's water companies, NGOs, regulators and Government departments – as well as international bodies and companies abroad.



Working for Water UK

Water UK is small, friendly and high-performing organisation.

Our work is typically fast-paced that offers engagement with and exposure to very senior decision makers and the opportunity to have a real and enduring impact for customers and the environment. The work is high-profile, varied and interesting.

1. Discretionary bonus up to 25%
2. Private medical insurance and dental coverage after successful completion of probationary period
3. 27 working days' holiday, with the option to 'buy' more annual leave if you wish
4. Pension scheme – employee 5%, employer 6%
5. Life assurance from date of joining.

**We are based in central London, close to St James's Park.
All roles are offered on a hybrid basis.**

