

Communications and Content Lead

Location: Earls Colne (Hybrid: typically 3 days office, 2 days remote)

Water Direct, the UK's leading alternative water supply specialists, are recruiting a proactive and creative Content & Communications Lead to shape and deliver our external comms strategy. Following a major rebrand, we're entering an exciting new chapter – building our voice, visibility and authority as a leading expert in the water sector. This role will play a key part in telling our story; creating insight-led content, securing meaningful media coverage, growing our social presence, and seeking and securing speaking opportunities at key industry events.

You'll work closely with senior leaders and shape a truly customer-first communications approach.

Key Responsibilities:

Content & Copywriting:

- Write high-quality, purpose-driven content for varied audiences, from technical trade readers to facilities managers and business leaders across target industries.
- Develop a consistent stream of engaging content including produce case studies, press releases, blogs, website content, social media posts, speaker briefs, and email content.
- Source and shape human-interest stories by interviewing internal experts, frontline teams and customers to bring to life the real-world challenges we solve and the people behind our service.
- Lead thought leadership development, drafting insight-led articles and commentary to position Water Direct as a trusted voice in water resilience, contingency planning, and emergency response.
- Create ready-to-use press release templates for different crisis or incident scenarios to ensure rapid response capability.
- Extend our storytelling across channels, helping to grow our presence and authority on LinkedIn, our website, and other key digital platforms—supporting integrated campaigns and brand positioning.

Media Relations & PR:

- Build and maintain relationships with trade journalists and media outlets, securing coverage in target publications and media outlets.

- Manage the creation, approval, and distribution of press releases and media statements.
- Leverage senior leadership as spokespeople through proactive thought leadership placement and speaking opportunities at industry events.
- Support with crisis communications ensuring prompt, accurate, and reassuring messaging during major incidents to protect and enhance our reputation.

Social Media & Digital:

- Own and grow the company's LinkedIn presence, focusing on creating a rich mix of content with strong visuals and engaging formats to build audience engagement, trust and authority.
- Plan and schedule regular, engaging content – both quick, reactive updates and strategic brand storytelling.
- Ensure consistent tone, insight, and brand personality across digital platforms.

Event Coordination & Research:

- Identify and recommend relevant trade shows, conferences, and speaker opportunities. Coordinate Water Direct's attendance at industry events, from organising speaker slots for the leadership team to managing event materials.
- Actively network with event organisers and industry bodies to enhance the brand's visibility.

Campaign & Brand Support:

- Support wider marketing campaigns through content creation and tactical communications.
- Work alongside the commercial team to align messaging with customer needs and market trends.
- Take a customer-first approach, ensuring all communications demonstrate practical, solution-focused value.

Team Leadership & Agency Management:

- Support the Senior Marketing Executive in daily content and social tasks.
- Managing internal communications.

What We're Looking For:

- Experienced communications professional (agency or in-house), confident writing across formats and audiences.

- Strong storytelling and copywriting skills with the ability to simplify complex topics and write for technical, regulatory and business audiences.
- Previous experience creating press releases, case studies, digital content, and managing social media platforms.
- Strong organisational skills, capable of balancing proactive content planning with fast-turnaround incident communications.
- Experience working in B2B sectors such as utilities, infrastructure, services, or related industries (but open to other backgrounds).
- Comfortable sourcing stories internally and engaging with leadership and operational teams to produce content.
- A confident, self-starting individual who can work independently while collaborating effectively across teams.

Why Join Water Direct?

- Play a lead role in shaping the public voice of a national market leader.
- Join a positive, collaborative culture that values proactivity, ownership, and creativity.
- Enjoy hybrid working (3 days office, 2 days remote).
- Work closely with leadership and frontline teams in a business that's proud of its people and impact.
- Drive real visibility for a brand that supports essential services during critical national events.