

## **JOB DESCRIPTION**

**Job Title: Head of Policy and Communications**

**Company:** Heat Pump Association UK

**Salary:** £52,500-£63,000

**Location:** Home based with regular UK travel

**Employment Type:** Permanent, full-time (37.5 hours per week).

**Responsible to:** Chief Executive

## **ABOUT US:**

The HPA UK is the UK's leading authority on the use and benefits of heat pump technology and represents over [400 member organisations](#) which include the country's leading manufacturers of heat pumps, components, and associated equipment as well as energy companies, certification bodies, installation businesses, training providers and others critical to the heat pump supply chain.

We are seeking a Head of Policy and Communications to join our dynamic team and support our mission.

## **SUMMARY OF ROLE:**

Lead the development and delivery of integrated policy, communications, and public affairs activity to accelerate heat pump adoption within the UK and strengthen the Association's visibility and influence. The role includes leading and developing a high-performing team, and combines strategic advocacy, stakeholder engagement, and high-impact communications with oversight of research, campaigns, and the delivery of external and member events, ensuring the organisation is a credible, visible, and authoritative voice for the sector.

## **RESPONSIBILITIES:**

### **Policy Development and Advocacy**

Lead the development of robust, evidence-based policy positions and advocacy strategies to accelerate heat pump adoption in the UK. This includes analysing policy and regulatory trends, commissioning and interpreting research, and work with a team to produce high-quality position papers and consultation responses. Engage proactively with policymakers, regulators, and influencers to shape legislation and frameworks that support market growth.

### **Stakeholder Engagement**

Build and sustain influential relationships across government, industry, member organisations, and the media. Convene and facilitate dialogue to align stakeholder interests, strengthen partnerships, and advance the association's objectives. Act as a trusted and credible voice for the sector.

### **Communications and Media Relations**

Oversee a comprehensive communications function, ensuring clear, consistent, and impactful messaging across all channels. Lead media engagement, including press strategy, interviews, and public statements, to enhance the association's profile and authority. Drive effective use of digital and social platforms to broaden reach and engagement.

## **Campaigns, Public Affairs and Events**

Design and deliver integrated public affairs and communications campaigns to raise awareness of the benefits of heat pumps and the case for supportive policy. Oversee the planning and delivery of external and member events; including conferences, roundtables, webinars, and stakeholder briefings, to maximise engagement, influence, and visibility. Ensure events align with policy priorities and deliver measurable impact.

## **Research and Insight**

Direct research activity on heat pump technologies, market dynamics, and policy developments. Translate complex data and analysis into compelling reports, briefings, and insights that inform stakeholders and underpin advocacy efforts.

## **Member Engagement and Representation**

Act as a key interface with Association members, ensuring their perspectives are effectively reflected in policy development and external engagement. Facilitate collaboration through forums, working groups, and events, supporting members in their own advocacy and market development activities.

## **Monitoring, Evaluation and Insight**

Track and evaluate the impact of policy and communications activity against strategic objectives, adapting approaches to maximise effectiveness. Maintain a strong understanding of sector developments, legislative change, and emerging technologies to ensure the association remains authoritative and forward-looking.

## **PERSON SPECIFICATION:**

- Bachelor's degree in a related field or relevant experience (e.g., Environmental Policy, Communications, Politics, Public Relations, or a similar discipline).
- An excellent communicator: Strong written and verbal communication skills.
- Extensive public affairs experience and strong political networks
- The ability to translate complex or real-world information into clear, practical input and insights
- Confidence working independently and leading in a remote team
- A level of familiarity with energy policy, sustainability, and heat pump technologies is a desirable
- Line management experience
- Proficiency in using Microsoft Office software, (Outlook, Word and PowerPoint essential).

## **APPLICATION PROCESS:**

Interested candidates are invited to submit a CV and covering letter to [charlotte.lee@hpauk.org.uk](mailto:charlotte.lee@hpauk.org.uk) with the subject line "Head of Policy and Communications Application - [Your Name]".

Closing date for applications will be the 2<sup>nd</sup> June.

Due to the high volume of applications we receive, we may not be able to respond individually to every applicant. We sincerely appreciate your interest in joining HPA UK, and all applications will be carefully considered. Candidates selected for the next stage of the process will be contacted directly.

Interviews are expected to take place week commencing 8<sup>th</sup> June via Microsoft Teams. Secondary interviews will take place in person in central London on the 18<sup>th</sup> June.

The Heat Pump Association UK is an equal opportunity employer committed to diversity and inclusion. We encourage applications from individuals of all backgrounds and experiences.

Please note that we are unable to provide sponsorship for the post. In order to apply for this post, you must be able to demonstrate your eligibility to work in the UK.