Job Description

Insight Executive

June 2021
Welcome to Smart Energy GB. It’s our task to engage everyone in England, Scotland and Wales with the national rollout of smart meters - and we are all thrilled to have this once-in-a-career chance to communicate with the whole of our diverse nation.

Every British home and microbusiness has the opportunity to upgrade to new gas and electricity smart meters, which will utterly transform the way we all buy and use energy and pave the way to a smarter, more energy efficient future. It’s one of the biggest technological and infrastructural investments of our time, the smart meter rollout has already converted just under 40 per cent of British households. The goal for this voluntary technological upgrade is to engage every household in Great Britain, and so there is a continuing critical role for Smart Energy GB in the years ahead (government has recently indicated that Smart Energy GB’s campaign should continue until at least 2024, and potentially beyond).
Our campaign is one of the most far-reaching of any campaign in the country. We are talking to consumers from all backgrounds, across the whole of Great Britain. Our legal duties mean that we have a particular need to make sure that consumers who are harder to reach or need greater support are not left behind (already an important part of our responsibilities and likely to be an increasing focus over the period leading to 2024).

It’s an exciting time to join one of the most talented and creative teams in the country. We have an exciting mission, and we pride ourselves on having a fully inclusive working environment.

We love what we do. We are flexible, eager to learn and hugely motivated by this chance to be part of one of the biggest-ever behaviour change campaigns, which brings with it benefits for both individual households and the environment.

We’re looking forward to meeting you, and hope you’ll be as fired up about the challenge ahead as we are.

The Smart Energy GB team
53 million smart meters to rollout

Over 26 million households

Over 4 million live in social housing

2 million microbusinesses

More than 5 million people are over 75

Close to 1 million people are not proficient in English

Join the energy revolution
The Smart Energy GB team

Our team culture is uniquely exciting and restless. We get out of bed in the morning because teamwork, communication and creativity will help us change the future of Great Britain. We are passionate, excited, caring, collaborative and confident.

We have offices in Cardiff, Edinburgh and London. We ensure our team is managed and developed to a high standard at Smart Energy GB. To us that means going above and beyond expectations and minimum requirements, in a way we believe makes a positive difference.

We reward our team in innovative ways, and aim to maintain a team culture where everyone is motivated by Smart Energy GB being a great place to work.

We promote an inclusive, productive flexible working environment that supports our team and their families by facilitating a healthy work/life balance.

We want every new employee to feel welcome and part of the team from day one. Our comprehensive onboarding process gives new starters the opportunity to meet with every team within the organisation in an informative but informal way.

We do not believe any member of our team should have to wait to make the most of our benefits package and so these are available from their first day.

We want every member of our team to feel excited about coming to work, and that their hard work is recognised as making a difference.

Recognised by the industry
The role

Job title: Insight Executive
Job salary: £30,000 - £34,000 per annum
Job location: London, W1
Deadline: TBC

Purpose of the job

Insight & Analytics is a central team within Smart Energy GB. Our task is to help ensure Smart Energy GB’s long-term strategy is planned and grounded in the best possible understanding of our target audiences, consumer behaviour and cutting-edge marketing science.

Our work is as diverse as the activity we cover - members of the team have broad exposure to all of Smart Energy GB’s marketing, communications and policy work. We’re an in-house team, so as well as producing work ourselves we work closely and collaborate with a number of external research and analytics agencies, as well as our retained advertising and media agencies.

In this role, you will work closely with Insight Managers to deliver our consumer insight workstreams. You will be working across the entire project cycle with responsibilities that include briefing new research projects, project managing new and existing studies, and reporting findings of research projects to stakeholders. This will involve working across a range of quantitative and qualitative research projects.

Key tasks / responsibilities

- Responsible for day-to-day project management of designated consumer research workstreams and provide support to Insight Managers in the areas of research design, analysis and stakeholder management

- Manage delivery of internally-produced research projects, including questionnaire design, fieldwork management, data structuring and report writing
- Conduct day to day liaison with research agencies across our wider research programme

- Work with the rest of the Insight & Analytics team to ensure that all research, insight, and data findings are communicated in a clear, concise, and articulate way

- Work with Insight Managers to help our internal teams utilise research findings to shape their own actions in an effective and efficient manner

- Work with the communications team to support the publishing of research findings to media, and external stakeholder audiences where appropriate

- Involvement in analysis projects utilising the full range of our commissioned research and third party generated insight to provide strategic insight

- Oversee reviews of third party generated insight and ensure that relevant findings are incorporated as appropriate

- Liaise with internal teams to ensure that Insight & Analytics team research plans are set up appropriately and reflect broader organisational aims

**Skills, experience and competencies**

- A genuine passion for working in a creative and busy marketing environment with experience of working in a relevant marketing research or insight role. Preferably with some research agency experience

- Solid experience and knowledge of a range of primary research methodologies (quantitative or qualitative)

- Experience of project managing a complex and diverse programme of primary research, covering multiple activities and incorporating multiple datastreams

- Skilled in distilling and interpreting research findings from multiple sources into clear and actionable stories for internal teams

- Strong organisation skills and be able to manage projects in order to meet internal timelines

- Strong IT skills, including the creation and management of spreadsheets and PowerPoints
• Excellent communication skills (verbal/writing)
• Understanding and experience of using crosstabulation and other data analysis software
• Experience of advertising, digital and social media research
• Appreciation of the objectives and activities of Smart Energy GB
• Appreciate the diversity of the people and communities of Great Britain and embrace this diversity in your approach to work

To apply for the role

We want you to demonstrate your skills, experience and abilities to perform the role in a way that best speaks to who you are. We want to know why you want to come and work here and what inspires and motivates you. How you demonstrate to us that you meet the criteria for role, as outlined in the job description, is up to you. It could be a CV and/or cover letter, an insightful video, a persuasive argument to convince someone to get a smart meter or something else. Whatever method you choose, we will consider your application as part of the recruitment process.

Please send your CV and cover letter to: iwanttojoin@smartenergyGB.org

Smart Energy GB is an equal opportunity employer and we track equal opportunity data to make our recruitment and selection practices as inclusive as possible. Please could you complete a short form by clicking here.

If you use assistive technology (such as a screen reader) and need a version of this document in a more accessible format, please email iwanttojoin@smartenergygb.org. Please tell us what format you need. It will help us if you say what assistive technology you use. An audio/visual version is also available upon request.

Diversity

Smart Energy GB actively encourages applications from those groups currently under-represented in the marketing and communications sector. We’re building a team that is able to understand the needs of and effectively communicate with the whole of our diverse nation. So, if you’re applying for a job with us, we’d like to hear how you can help us do this.
All disabled applicants who meet the minimum requirements of the job as set out in the job description and person specification will be guaranteed an interview if requesting to be considered under this scheme. If there’s anything we can do to make our interview process or working environment more inclusive and to meet your particular needs please let us know, by contacting iwanttojoin@smartenergygb.org or calling 0203 019 1038. Our offices have full wheelchair access and our onsite facilities are gender neutral.

The benefits

Every member of our team goes above and beyond, helps one another out and contributes to the achievement of our ambitious goals. We think it’s only right for us to reward them accordingly:

- Competitive pension scheme
- 25 days annual leave (plus bank holidays)
- Gym memberships
- Annual health check
- Annual eye test
- Season ticket loan
- Five annual volunteer days
- £1,000 (net) work anniversary gift
- Option to buy additional annual leave
- Option to take out a personal loan
- Cycle to work scheme
- An in-house wellbeing programme, Thrive
- Free breakfast – to support a positive working environment, a free breakfast and healthy snacks are provided every day