



Interim Marketing Manager (maternity cover) August 2019





Our challenge

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

Every British home and micro-business 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.

Smart Energy GB is the independent organisation set up by government to drive the national public engagement campaign, raise awareness of smart meters, and ultimately drive adoption and usage of this new technology in our homes.

It's an exciting time to join one of the most talented and creative teams in the country. We work across Great Britain and have offices in Cardiff, Edinburgh and London. We have an exciting mission, and we pride ourselves on having a fully inclusive environment feel. 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.





50 million smart meters to rollout

More than 4 million live in social housing

26 million households

2 million microbusinesses

Nearly 5 million are over 75

Nearly a million people are not proficient in English



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 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 any way we believe makes a positive difference.

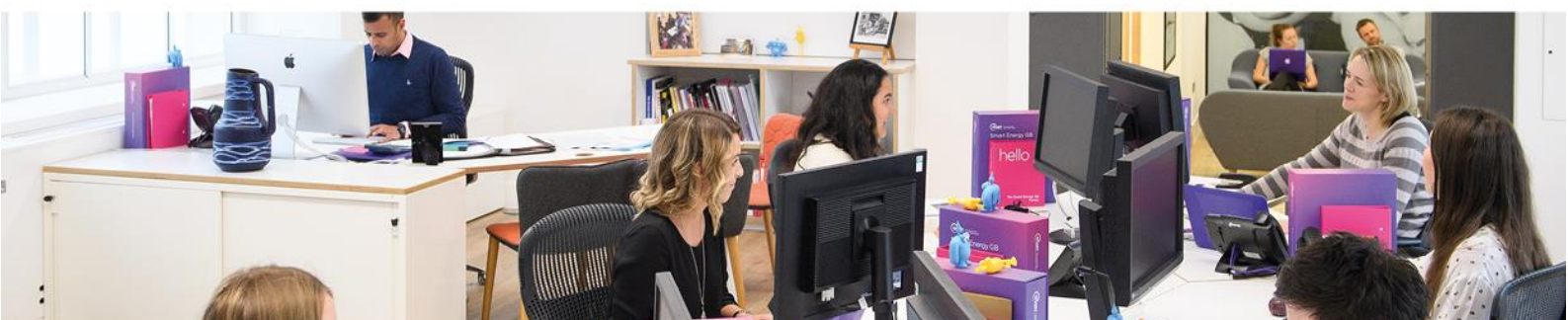
We reward our team in innovative ways, and aim to maintain a team culture where everyone is motivated by Smart Energy GB being a great place to work.

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. We believe our robust recruitment process enables us find the right person for the job, so we don't have probation periods.

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.





The role

Job title: Interim Marketing Manager (maternity cover)

Job salary: £Competitive

Job location: Tottenham Court Road, London (W1)

Deadline: 23rd August 2019

Purpose of the job

Our team of Marketing Managers play a central role in the day to day planning, development and management of our consumer campaign. Reporting to the Head of Brand and Consumer Advertising, the Marketing Manager for specialist audiences will act as our in house expert on priority audiences (those identified through our insight as requiring additional support on the smart meter journey).

They will be responsible for the development of Smart Energy GB's overall engagement strategy for these audiences across paid, earned and owned media and manage the creative development and implementation of associated marketing assets. Additionally, the Marketing Manager for specialist audiences will also work with the Head of Industry Relations to develop assets to support the smart meter consumer engagement activity of energy suppliers across Great Britain.

Key tasks / responsibilities

- Responsible for the development of Smart Energy GB's overall engagement strategy with respect to these audiences
- Represent the brand and advertising team in cross-team working groups for each priority audiences; working with other departments across the organisation to devise an integrated activity plan and evaluation strategy for these audiences
- Lead the origination of branded advertising assets or adaptation of existing advertising assets for these audiences, including the briefing of our creative/design agency partners, management of the development of these assets and contribution to the approach to media partnerships activity
- Lead the development of creative assets and guidelines for use by partners and energy supplier marketing teams
- Take primary ownership of the education strand: how our educational films are currently working, any refinements we can make and what new assets should be developed
- Continually strive to develop best practice and find ever more innovative ways of creating engagement and driving the desired behaviour change among these audiences
- Oversee the professional development of the Marketing Executive and support more junior members of the marketing team



Skills, experience and competencies

- Experience of either working for a leading communications agency in account management or for an in house marketing team
- Experience developing a major, multi-channel, consumer facing communications campaign
- Strong understanding of marketing/behaviour change best practice and the key considerations, inputs and processes required to deliver an effective campaign
- Excellent at building and managing senior relationships and confident to own and lead projects
- Experience developing marketing campaigns for hard to reach/vulnerable audiences
- Experience of partnership marketing and asset creation
- Experience briefing major creative agencies and working with them to develop multi-channel creative assets
- Experience of writing/developing white papers/ public consultation documents
- Highly organised and able to manage projects in order to meet tight deadlines/budgets
- Strong IT skills, including the creation and management of excel spread sheets
- The ability to write and present succinctly, eloquently and creatively
- 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

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

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. 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 and paid leave over the Christmas period)
- Gym memberships
- Annual health check
- Annual eye test
- Season ticket loan
- 5 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 everyday.