



# Marketing Manager August 2019





## Our challenge

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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.

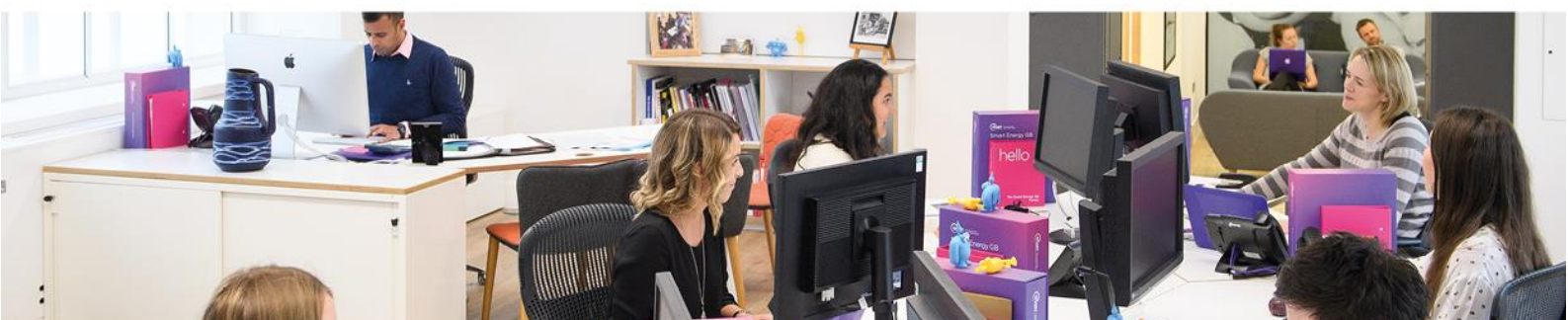
We reward our team in innovative ways, and aim to maintain a team culture where everyone is motivated by Smart Energy GB being a great place to work.

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:** Marketing Manager

**Job salary:** £Competitive

**Job location:** Tottenham Court Road, London (W1)

**Start Date:** ASAP

## Purpose of the job

The marketing manager (channel planning) plays a central role in the strategic planning, development and management of our multi-channel consumer campaign. As our in-house media planning expert, you are responsible for leading the development of a highly effective and innovative paid media plan and for managing the day to day relationship with our media agency to deliver this

Reporting into the Head of Brand and Consumer Advertising, you will work alongside our other Marketing Managers in the development of our overall consumer campaign activity, and support other cross department strategic and creative initiatives where required.

## Key tasks / responsibilities

- Support the Head of Brand and Consumer Advertising in setting the strategic direction of the overall consumer marketing campaign and identify opportunities to develop ever more creative and effective solutions across all paid, earned and owned media activity
- Lead the implementation development of all our paid media activity and manage the day to day relationship with our media agency partner to deliver quality media plans which deliver strong ROI against agreed targets and budgets
- Report expenditure of paid for media activity, including monitoring monthly forecast budgets and invoice activity
- Oversee the monitoring and validation of our media expenditure and manage our media performance evaluation agency to ensure regular buying assessments are conducted and recommendations implemented
- Work closely alongside other Marketing Managers to develop integrated creative and media strategies, and to ensure that additional barrier audiences are fully addressed in our overall segmentation and channel plan
- Support other cross department strategic and creative initiatives where required.
- Support the Head of Brand and Consumer Advertising in providing a robust rationale for our media channel strategy and executive summaries of our activity for the board and other key stakeholders
- Work with the Head of Industry Relations to provide suppliers with regular updates on our media plans & activity
- Line manage and oversee the professional development of more junior members of the team, including line managing a Marketing Executive



- Keeping abreast of industry developments and changes, identifying new opportunities for Smart Energy GB where relevant

### **Skills, experience and competencies**

- Experience working for a leading integrated communications or media agency  
OR  
Experience working as part of an in-house consumer marketing/media team
- Experience in developing major, multi-channel, consumer facing communications campaigns
- A strong understanding of marketing/behaviour change best practice and the key considerations, inputs and processes required to deliver an effective campaign
- Experience in working on customer segmentation and developing comprehensive channel plans
- Excellent at building and managing senior relationships, and confident owning and leading projects
- Highly organised and be able to manage projects in order to meet tight deadlines/budgets
- Strong IT skills, including the creation and management of excel spreadsheets
- Excellent communications skills; 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**

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](mailto:iwanttojoin@smartenergygb.org)

### **Diversity**

We want everyone to feel that they can be their true, authentic selves at Smart Energy GB. We believe that diversity strengthens and enriches who we are, and it is important to us that our workforce reflects every aspect of our diverse nation. Currently those from a Black, Asian, and minority ethnic (BAME) background and those identifying with having a disability



(physical or neurological) are under-represented at Smart Energy GB. Therefore we encourage and welcome applications from these candidates.

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 time off 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.