Job Description
Multimedia Designer
July 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 4 million live in social housing

Over 26 million households

2 million microbusinesses

More than 5 million people are over 75

Close to 1 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 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

![Disability Confident Leader](image)
![Living Wage Employer](image)
![Carbon Trust Standard](image)
![Happy to Talk Flexible Working](image)
![Great Place to Work](image)
![Best Workplaces For Women](image)
![Excellence in Wellbeing](image)
![Campaign Best Places to Work 2020](image)

The role

Job title: Multimedia Designer
Job salary: £30,000 - £32,000 per annum
Job location: London, W1
Deadline: 2nd August 2021

Purpose of the job

We are seeking a creative and adaptable Multimedia Designer to join our marketing team to help create and deliver a highly engaging and consistent visual presence across all of our branded communications.

Reporting into our Multimedia Design Manager, you will work closely together to act as visual brand champions of the Smart Energy GB brand, in partnership with a team of marketing managers responsible for our brand and creative campaign development.

Working with core brand assets and guidelines, you’ll design a range of online and below the line corporate and consumer facing communication assets for use by both our Marketing and Corporate Affairs teams.

Whether designing our key corporate publications, infographics to support national media press releases, banner stands for stakeholder events, PowerPoint presentations for keynote speeches, or elements for our owned digital channels, you’ll have that brilliant balance of artistic flair and attention to detail. Being able to work within existing guidelines, having great communication skills and taking work from concept to print ready artwork are vital attributes of the role.

Key tasks / responsibilities

- Working in partnership with the Multimedia Design Manager and our marketing managers to develop the Smart Energy GB brand across all below
the line assets, including overseeing correct visual interpretation of our Smart Energy GB brand from partners and suppliers when produced

• Act as brand guardian of our corporate visual brand inside the organisation, interpreting our brand guidelines and adhere to company brand guidelines

• Interpret briefs and delivering creative executions

• Produce print and digital assets/materials

• Design promotional items e.g. branded stationary accessories

• Create/amend PowerPoint presentations for delivery by Smart Energy GB staff

• Create graphs, infographics and illustrations to demonstrate facts, figures and concepts, for a variety of audiences and channels

• Project manage print projects; advising colleagues on estimated costs, managing the print process and overseeing the quality of proofs

• Prepare artwork files to be sent to printers, press titles and online publications

• Create animations, digital and interactive experiences for our digital channels

• Take ownership of a selection of leaflets and reports

• Hands-on photography, video capture of events/interviews and sourcing of imagery for case studies

• Process, optimise, treat and retouch still and video images, both our own and third parties’, in order to create promotional/ educational material on smart meters and their benefits

• Proactively spot opportunities for the design team to add value across all departments
• Help maintain a design function that is up to date with industry best practice, design trends and creative thinking

• Deputise for the Multimedia Design Manager when necessary (such as holiday, illness, etc.)

Skills, experience and competencies

• Highly experienced with Adobe CC on a Mac (InDesign, Illustrator, Photoshop, Acrobat)

• Experienced with Adobe CC video editing software, After effects and Premiere Pro on a Mac

• Great knowledge of MS Word, PowerPoint, Excel

• Ability to work independently, and manage and meet the deadlines of multiple projects at once

• Strong communication skills and ability to build good relationships with both colleagues, printers and agencies

• Innovative and creative, with a thought-out approach to problem solving and experience developing designs for both consumer and corporate audiences

• Experience with reproduction and artwork set-up

• Strong design skills: Advanced layout skills, strong understanding of space/hierarchy, and typography and its usage.

• Innovative and creative, with a logical approach to problem solving

• Demonstratable design and/or production experience, either within an agency or in-house

• Be up to date with new techniques and trends, being a keen and self-motivated learner
• 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 currently under-represented groups in the marketing and communications sector. We have identified ethnic minority, disability and gender as the key areas we would like to focus our recruitment efforts in. Therefore, we are keen to hear from female applicants, applicants that belong to the ethnic minority backgrounds and from people with disabilities. 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)
- 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