Job Description

PR Officer
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
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: PR Officer (2 vacancies available)
Job salary: £32,000 - £34,000 per annum
Job location: London, W1
Deadline: TBC

Purpose of the job

Smart meters are an integral part of the largest infrastructure and technology upgrade, providing Britain with a smart energy system to help the nation reach net zero, so inevitably they, and the rollout, are attracting media attention. Smart Energy GB exists to get as many smart meters in people’s homes and small businesses by creating and delivering demand-generating marketing and communications which are as effective as possible.

The Public Relations team is key in protecting and enhancing the reputation of smart meters and the rollout. The team produces compelling content for earned and paid print, broadcast and online media; operate a 24/7 press the office and strive to create a media environment in which people would consider requesting a smart meter installation.

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Reporting to a PR Manager, you will take part in all aspects of Public Relations, whether that is helping to develop creative consumer focused PR campaigns, defending the reputation of the smart meter rollout and Smart Energy GB or working
with our marketing team and media owners to create content which reaches British consumers in native environments

**Key tasks / responsibilities**

- Assist in the development of creative consumer PR ideas that deliver excellent reach and message-quality coverage about smart meters
- Assist in the delivery of an effective ‘always on’ press office and campaign activity at key moments throughout the year to achieve annual targets
- Draft high-quality press releases, quotes, and articles as required that are relevant to our target audiences
- Daily, weekly and monthly media monitoring, evaluation and reporting
- Manage, research and update database of influential media
- Build and manage relationships with consumer journalists, understanding their needs, timescales, interests and forward plans so as to position our content
- Work collaboratively with agencies (principally PR agencies but also from time to time advertising and media agencies and others), ensuring that they are properly briefed and that consolidated and clear feedback is given in a timely manner. This will involve ensuring that contact reports are accurate and comprehensive
- Assist in the development of creative assets that will help generate press coverage
- Work with colleagues across digital and other Marketing functions to ensure close integration, particularly with social media
- Take part in the 24/7 duty press office rota (inc. out of hours), responding quickly and robustly to reactive media requests and opportunities while seeking corrections or clarifications to misleading or inaccurate articles
- Assist in the deployment of media partnership content as directed, project managing and working closely with the brand team and media owners to make sure that all copy is accurate and adheres to the necessary regulatory standards.
- Ensure that content is accurate and in line with given claims
Undertake any other PR activities as directed by your line manager

Skills, experience and competencies

- Experience of press office work or media relations in the context of another role
- Experience of managing and delivering media related projects and producing tangible output
- Experience of researching and fact-checking press announcements
- Experience of a busy work environment with competing priorities
- Collaborative approach to team work
- Act as an external ambassador for Smart Energy GB
- Awareness of national politics
- Knowledge of a wide range of media (national, regional, consumer, online)
- Experience of using social media to amplify media relations and PR projects
- Excellent communication skills (verbal/written)
- Appreciation of the objectives and activities of Smart Energy GB
- Appreciation for 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