Job Description

Social Media Assistant

May 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
The role

Job title: Social Media Assistant
Job salary: £28,353 per annum
Job location: London, W1
Reporting to: Social Media Manager
Deadline: TBC

Purpose of the job

A key member of the digital team, our Social Media Assistant will support the Social Media Manager with all social media activities including: community management; performance reporting; development and publication of social content; managing social ad campaigns and assisting in the development of social strategy. A particular focus of the role will be monitoring and managing social media channels, currently Facebook, Twitter, Instagram, LinkedIn and YouTube, and monitoring activity outside of our channels through our social listening tool.

You will have a passion for digital marketing and ideally previous experience working in a marketing role. You will approach work with a can-do attitude which helps the team to deliver exceptional work, often to tight timelimes, and have great fun in the process.

Key tasks / responsibilities

- Support the Social Media Manager in managing the company social media channels, with a focus on taking care of our audience by tackling concerns and answering smart meter questions from consumers.

- Manage backend tools for social media monitoring, including our social listening tool BrandWatch.

- Deliver weekly reports to include performance results of social media content and audience information from our social listening.

- Work as part of a team to develop large social media campaigns, assisting the Social Media Manager and our digital agency with the development of social content.
• Assist the Social Media Manager is running an always on organic social strategy.

• Ensure tone of voice, brand and campaign guidelines are met in the digital sphere.

• Actively monitor social trends and news and report to the digital team on those that are relevant to our campaign task.

• Have a working relationship with our creative and media agencies and internal teams to coordinate social advertising campaigns.

• Work closely with our Comms and Marketing teams to develop and make ongoing updates to FAQs for social channels to ensure the accuracy of our responses.

• Create simple content for use on social such as writing post copy and sourcing images.

• Write briefs for organic content development.

• At times, assist the digital team in making updates to the website through the CMS.

Skills, experience and competencies

• Excellent communication skills, including copywriting for social media and web.

• Proven experience of social media/community management.

• Editorial experience, including the ability to assess and correct content to adhere to our tone of voice, house style, brand guidelines, accessibility standards etc.

• Experience using back-end tools to co-ordinate and schedule social media activity.

• Excellent administrative approach and ability to create, update and manage plans for content delivery.

• Excellent attention to detail.

• Ability to work in a fast-paced environment.

• Ability to work confidently and collaboratively with colleagues
Care in creating and maintaining documents and back-end systems that assist the front-end experience.

- 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

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. 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