Job Description

Senior Insight Manager – Fixed Term Contract
April 2022
Our challenge

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: Senior Insight Manager
Job salary: £51,000 - £55,000
Job location: London, SE1
Deadline: 13th May 2022

Purpose of the job

Insight & Analytics is a central team within Smart Energy GB. Our task is to help ensure Smart Energy GB’s long-term strategy is planned and grounded in the best possible understanding of our target audiences, consumer behaviour and cutting-edge marketing science. With consumers facing significant changes in their circumstances, it is even more important that we are understanding the impact on specific consumer and stakeholder groups, and that we are actively feeding this into our ongoing campaign planning process. We are therefore looking for an Insight Manager to join the team to help run both primary research and secondary research projects to this end.

Members of the team have broad exposure to all of Smart Energy GB’s marketing, communications and policy work. We’re an in-house team, so as well as producing work ourselves we work closely and collaborate with a number of external research and analytics agencies, as well as our retained advertising and media agencies.

In this role you will help to ensure that our activity is based on fundamental insight into our target audiences. You will provide internal colleagues with a full and nuanced understanding of how the consumers are feeling, how our activity has engaged them, and what this means for the needs for future activity. You will conduct the design and management of primary research, and support our internal teams to utilise our work in their plans. You will also provide coaching and support to the junior team members you will work with.

Key tasks / responsibilities

- Lead on writing research briefs and ensuring that the design recommended for commissioning is appropriate to meet objectives, budgets and timescales. These could include research activities across consumers, third party stakeholders, political audiences, and harder to reach consumer audiences
• Liaise with internal teams on their plans to help to ensure team planning effectively reflects wider organisational needs, and support internal teams to utilise research findings in an effective and efficient manner via clear story-telling and communication

• Lead on designing and delivering research projects conducted in-house, and secondary analysis projects that re-utilise existing research and data to provide strategic insight on complex issues

• Deliver peer review of third-party research and insight and ensure that relevant findings are integrated with our own research, and ultimately into our planning

• Oversee liaison with research agencies, and provide support to junior team members so that they can effectively manage primary research projects

• Perform final reviews on research findings to be published externally, such as those being published to media or external stakeholders

• Contribute to, alongside the other experienced Insight Managers, team resourcing planning

Skills, experience and competencies

• Experience of working in a relevant marketing research or insight role, with a genuine passion for working in a creative and busy marketing environment

• Extensive experience and knowledge of a range of primary research methodologies, including end to end project management of primary research studies (both qualitative or quantitative), ensuring that project designs are appropriate for the business objectives at hand

• Experience of analysing and generating insight from both qualitative and quantitative data sources

• Confident in distilling and interpreting research findings from multiple sources into clear and actionable stories, with a demonstrable consideration of implications for strategic priorities

• Creative and innovative in your approach to insight, able to think laterally and contribute effectively to designing compelling insight systems

• Strong organisational skills, ability to manage other team members and multiple projects concurrently in order to meet internal timelines to budget
• Confident in building and managing relationships with internal and external stakeholders, including clear communication of information and data

• Oversight and coaching of more junior team members

• Strong IT skills, including Microsoft Office (PowerPoint / Excel / Word)

• Excellent communication skills (verbal/writing)

• 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

Diversity

Smart Energy GB is an equal opportunity employer and we value diversity. We actively encourage 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, applications that belong to the ethnic minority backgrounds and from people with disabilities.

We collect and analyse equal opportunity information to make our recruitment practices as inclusive as possible. Please complete the equal opportunity monitoring form when submitting your application to us.

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 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.

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 complete a short equality monitoring form here - https://www.surveymonkey.co.uk/r/SEGBRecruitmentEDMonitoringForm2022

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.

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
- Private medical insurance
- 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 standard breakfast and healthy snacks are provided every day in the office to support a positive working environment