Job Description

Senior Designer
March 2022
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 2025, 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 2025).

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
Join the energy revolution

- 53 million smart meters to rollout
- Over 4 million live in social housing
- Over 26 million households
- 2 million microbusinesses
- Close to 1 million people are not proficient in English
- More than 5 million people are over 75
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 Designer
Job salary: £40,000 - £45,000 per annum
Job location: London, SE1
Deadline: 8th July 2022

Purpose of the job

To manage the creation and delivery of all our design team outputs, ensuring a highly engaging and consistent visual presence across all of our branded communications.

You will report to the Head of Brand and Campaigns and work alongside a team of marketing managers responsible for our brand and creative campaign development, as well as managing a Multimedia Designer.

As our lead visual interpreter of the brand, you will be working with brand assets and guidelines (that you are responsible for maintaining) to design a range of online and below the line corporate and consumer facing communication assets for use by the entire organisation, across a wide variety of printed, downloadable and digital assets, including a strong focus on accessibility, Diversity & Inclusion, and sustainable business practices.

You’ll have that brilliant balance of artistic flair and attention to detail, have the vision to maintain guidelines and apply consistency, and take work from concept right through to its final format.

Key tasks / responsibilities

Act as the principal owner of our visual brand, ensuring that our brand guidelines are designed for practical application and are consistently applied across our owned online and below the line channels:

- Work in partnership with our marketing managers to develop our brand across all below the line assets, including overseeing correct visual interpretation of our brand by partners and suppliers when necessary

- Maintain ownership of the corporate design look and feel, setting the direction and ensuring a consistent look throughout our corporate communications
• Develop a strong internal design function, capable of scaling our capabilities to a wide range of briefs, determining the right opportunities to brief work externally or take it on internally

• Proactively look for opportunities for the Design team to add value and grow our remit in the organization

• Conduct regular audits of our guidelines and assets, identifying areas for improvement and leading the implementation of these optimisations

• Lead a design function that is up to date with industry best practice, design trends and creative thinking, including the latest standards in accessibility

• Design corporate publications including research reports and our annual report

• Create graphs, infographics, commission illustrations and other graphic elements to illustrate facts, figures and concepts for a variety of audiences and channels

• Create animations and interactive experiences for our digital channels

• Develop assets for our digital advertising plan as necessary i.e. social media assets / banners

• Support external agencies in developing research stimulus as necessary

• Where necessary take ownership of hands-on photography, video capture of events 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

• Produce materials for events and the promotion of Smart Energy GB and smart meters

• Design promotional items e.g. branded stationary, accessories

• Create PowerPoint presentations for delivery by Smart Energy GB staff

• Oversee the professional development of the Multimedia Designer

**Skills, experience and competencies**

• Significant experience in a multimedia visual design discipline
Highly experienced with Adobe CC on a Mac (InDesign, Illustrator, Photoshop, Acrobat Pro)

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

Highly experienced in MS Word, PowerPoint, Excel

Experience developing designs to engage both consumer and corporate audiences

Sophisticated visual, typographical and graphic design sense and ability to use and interpret brand guidelines to create engaging and informative visual assets against briefs

Ability to contribute creative ideas for the visual presentation of information and other content and collaborate on concept development to bring our ideas to life

Ability to work closely with copy and copywriters, ensuring design and written elements work together and support one another

Experience of 3D stand design for use at events

Print design and production expertise

Experience developing artwork for third party printers and briefing/overseeing printing process

Experienced in reproduction and artwork set-up

Hands-on photography and videography skills and experience

Ensure optimal quality and value for money

Experience managing and developing a Designer

Strong time management and ability prioritise when working on multiple projects simultaneously in order to hit deadlines

Ability to work independently and as part of a team as necessary

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 use data to measure the effectiveness of our attraction and selection methods to ensure that they are
fair and equitable and that opportunities at Smart Energy GB are accessible to people from all backgrounds.

We actively encourage applications from currently under-represented groups. We have identified ethnic minority, lower socio-economic background, disability and gender as the key areas we would like to focus our recruitment efforts in.

What do we do at Smart Energy GB to promote diversity and inclusion?

Every person who applies for a role at Smart Energy GB is asked to complete a diversity questionnaire and they are asked whether or not they consent to their diversity data being taken into consideration at the shortlisting stage. Please could you complete our short questionnaire with your application - https://www.surveymonkey.co.uk/r/SEGBRecruitmentEDMonitoringForm2022

1. Rooney Rule
We are building a team that is able to understand the needs of and effectively communicate with the whole of our diverse nation. We want our team to reflect the diversity of the wider population, in terms of the representation of people from ethnic minority and lower socio-economic backgrounds.

If consent is given, of the candidates who meet the essential selection criteria for the role and who are from ethnic minority or lower socio-economic backgrounds, at least one will be shortlisted for the next stage in the recruitment process, which is usually an interview.

2. Disability
All disabled applicants who meet the minimum requirements of the job as set out in the job description will be guaranteed an interview, if consent is given for this data to be taken into consideration at the shortlisting stage.

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

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 our short questionnaire with your application - 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