Job Description

PR Campaigns Manager

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 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
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 Campaigns Manager
Salary: £45,000 per annum
Job location: London (hybrid-working)
Job status: Permanent/Full time – we are open to requests for flexible working
Reporting to: PR Manager
Deadline: 20th May 2022

Purpose of the job

This is an exciting time for the national campaign championing the smart meter rollout, which is delivered by Smart Energy GB.

Working as part of the wider PR department and PR Campaigns team, your job is to drive the positive agenda for the vital smart meter technology that cuts through to the British public and opinion formers.

You will play an integral role in the PR Campaigns team, delivering a proactive communications plan that delivers impactful PR initiatives that reach and engage our target consumer audiences about the benefits of smart meters, and encourage conversions to installations. You will also work closely with SEGB’s roster of PR agencies.

You will work closely with other teams in the organisation. You will work as part of across-department team to manage a 24/7 press office and manage and mitigate negative media stories.

Key tasks / responsibilities

- Support the PR Manager and Head of PR Campaigns in designing and planning creative consumer PR ideas in support of SEGB’s strategic priorities
- Manage the delivery of high-quality, relevant PR initiatives among target media
• Ensure that content is accurate, working with colleagues to ensure claims are properly substantiated

• Support the delivery of media partnership content as required, ensuring that content is produced according to agreed plans, is accurate, on time and on budget

• Build and manage relationships with relevant consumer journalists, understanding their needs, timescales, interests and forward plans

• Work collaboratively with SEGB’s PR agencies, to ensure high quality and accurate work in support of team objectives

• Collaborate with colleagues in other teams to ensure close integration and joint planning of initiatives where relevant

• Work closely with colleagues in digital, particularly on social media messaging and planning

• Maintain close working relationships with colleagues across the PR department to ensure that approaches to and from journalists are managed in a coherent and coordinated manner

• 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

Skills, experience and competencies

• You will have a track record of combining creative thinking with a strong understanding of consumer media to deliver excellent PR coverage

• Track record of delivering consumer coverage in a diverse range of consumer media, including print, online and broadcast.

• PR campaigning experience, working in a planned and coordinated way across the year

• Ability to develop and deliver creative, relevant and targeted consumer PR ideas

• Strong media relations experience

• Experience of managing and delivering consumer PR campaigns through from idea development to delivery and evaluation
• Strong understanding of digital communications
• Good knowledge of PR evaluation techniques
• 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, applicants 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 apply for this role through the VMA Group website - https://www.vmagroup.com/job/pr-campaigns-manager

Or alternatively, please send your application documents to Nisha Darbar at VMA Group (NDarbar@vmagroup.com).

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