Job Description

Search Manager

September 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: Search Manager
Job salary: £40,000 - £45,000 per annum
Job location: London, SE1
Deadline: TBC

Purpose of the job

Smart Energy GB have a unique task. We need to convert everyone in the Great Britain to a smart meter customer by 2025. Search is a tool we employ not only to reach audiences that are showing intent, but also audiences that are signalling that they don’t want a smart meter. We need to think in creative and strategic ways every day in order to use every channel and access all available data, to reach every audience.

We are looking for a talented Search Manager who can play a key role in developing and implementing both paid and organic search strategy across the campaign. You will be responsible for defining and executing search roadmaps and campaigns that accelerate growth, improve conversion, and achieve KPIs.

You will be an expert in all things search: a keen student of digital and content marketing; a champion of data-backed decision-making; a skilled practitioner of on-page, off-page, and technical SEO, alongside solid experience of paid search campaign development, deployment and optimisation.

Key tasks / responsibilities

- Support the Digital Campaign Manager with the combined search strategy, execution, and performance - combining the latest on-page, off-page, and SEO techniques to deliver outstanding results

- Support the Digital Campaign Manager with paid search strategy to support content campaigns and drive conversion, and ensure the combined search approach remains cost-effective with SEO and PPC working together
• Conduct technical audits, competitor benchmarking, keyword and audience research, social listening, link building, landing page optimisation, structured data/schema markup, core web vitals improvements, forecasting, reporting and analysis

• Support content strategy, gap analysis, recommendations, and optimisation to maximise organic visibility and attract the right audiences

• Help define the appropriate KPIs and measurement tactics for reporting SEO and PPC efforts and support the team in monitoring ongoing performance

• Collaborate with the Website Manager, providing the guidance and support that enables them to optimise website performance

• Collaborate with the Social Media Manager, providing insight from search data to help inform their content strategy

• Collect and analyse data from different sources and tools ensuring strategies, recommendations and actions are informed by data whenever possible

• Collaborate and share initiatives, best practices and results with the wider team to increase agency knowledge and build successful relationships

• Proactively keep up to date with the latest search trends, technology, innovations, and algorithm changes, and ensure they are communicated and applied as appropriate

**Skills, experience and competencies**

• Hands-on expert in SEO principles and best practice from both a technical and content perspective

• Demonstrable track record of running high performance SEO campaigns that meet or exceed KPIs
• High level of competence with SEO tools and analytics platforms, including Google Search Console, Google Analytics, Google Adwords, Bing Ad Platform and keyword research tools

• Extensive knowledge and experience of marketing campaigns: paid search, conversion optimisation and web analytics essential, but experience in programmatic and paid social preferred

• Experienced in developing and presenting performance reports using analytics tools

• Able to communicate and present even complex technical topics clearly and confidently, including compiling high-quality client documentation (proposals, presentations, reports etc)

• Self-motivated, committed, and organised, with high standards, attention to detail, and structured working practices

• Able to thrive in a demanding environment whilst juggling multiple priorities

• A team player who enjoys working collaboratively, supporting, and inspiring their team

• Utilises data-driven decision making whenever possible

• 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

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 copying this URL into your browser - https://www.surveymonkey.co.uk/r/SEGBRecruitmentEqualityDiversityMonitoring

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