Job Description

Marketing Executive

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
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: Marketing Executive  
Job salary: £32,000 - £35,000 per annum  
Job location: London, SE1  
Deadline: 20th May 2022

Purpose of the job

Reporting to a Marketing Manager, and working closely with our retained media agency, your job is to play a key role in the creation and delivery of compelling and effective large-scale consumer facing campaigns. The objective? To make people want smart meters.

This role specifically has a focus on media and is a key support role to the Head of Media.

Key tasks / responsibilities

- Support, and in some instances lead, on the development of multi-channel campaigns
- Work collaboratively with our media agency, ensuring that they are properly briefed and that consolidated and clear feedback is given in a timely manner. This will also involve ensuring that contact reports are accurate and comprehensive
- Use insight to generate creative and strategic recommendations to help inform the development of current and future projects
- Draft high quality media briefs as required
- Work with the PR team to brief and plan effective media partnerships
- Assist the Head of Media in planning/monitoring and administration of the media budget. Including, managing all media bookings, maintaining live laydowns and finance trackers, and managing relevant information up to Heads of Departments and the Directorate
• Help the Head of Media with the maintenance of the overall media schedule, and the delivery of specific media plans

• Develop and manage project plans to ensure timely delivery of requirements

• Project-coordination with agencies and team members to ensure projects run smoothly, for example booking in meetings, circulating presentation decks etc

• Working as a team with other members of the Smart Energy GB team to ensure alignment and integration of campaigns

Skills, experience and competencies

• 2+ years relevant experience

• Previous involvement in major communication campaigns at a media agency, or an in-house marketing team, with an understanding the media planning process

• Ability to compile clear and compelling briefs, and have experience of briefing and managing external agencies

• Skilled at managing projects from concept through to completion

• Analytical, with a strong appreciation of what makes a solid media response, and the ability to effectively assess a proposal against the issued brief

• Proactive, able to work both autonomously, and also as part of a team

• Detail orientated, organised, and able to juggle a variety of projects in a fast-paced environment against tight deadlines

• Skilled at stakeholder management

• Excellent communication and presentation skills (verbal/written)

• Passionate about brands and marketing

• Appreciation of the objectives and activities of Smart Energy GB

• Appreciation for 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](mailto: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 form - [https://www.surveymonkey.co.uk/r/SEGBRecruitmentEDMonitoringForm2022](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](mailto: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