Job Description

Industry Relations Manager

May 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
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 want every member of our team to feel excited about coming to work, and that their hard work is recognised as making a difference.

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.

Recognised by the industry
The role

Job title: Industry Relations Manager  
Job salary: £40,000 - £45,000 per annum  
Job location: London, SE1  
Deadline: 8th July 2022

Purpose of the job

Sitting within the Corporate Affairs Directorate, and reporting to the Head of Industry Relations, your role is to support the Industry Relations function in making sure that our engagement with key stakeholders at energy suppliers, and other parties in the Smart Meter Implementation Programme (SMIP), is effective and facilitates close collaboration across the energy industry.

The Industry Relations function is central to both the cross-company understanding of the energy industry and to engaging industry stakeholders in the work of Smart Energy GB.

It is imperative that energy suppliers are aware of and comprehend our activities across all channels so that they can leverage the campaign (such as the latest intelligence from research, messaging frameworks, assets etc) in their own communications, and have confidence in the quality and value of Smart Energy GB’s work.

Further, Industry Relations’ role is to be aware of and draw on the experiences of key stakeholders and ensure that where they provide information about their own activity that is of interest to, or could be of benefit for, Smart Energy GB’s activity it is cascaded to relevant Smart Energy GB colleagues.

Key tasks / responsibilities

- Support the Head of Industry Relations in organising and executing stakeholder engagement plans and effective communications about Smart Energy GB’s campaign and activities for industry stakeholders at energy suppliers and networks
• Work with the Smart Metering Policy Manager to deliver accurate communications activity and ensure that SEGB work is based on the best information available.

• Work with Smart Energy GB colleagues to understand the detail of the organisation’s Marketing, PR and Corporate Affairs activity, especially activity that energy suppliers need to leverage or where they need to align their activity against that of SEGB, and communicate this to an appropriate depth to representatives from supplier organisations.

• Organise and monitor inbound insight from energy supplier stakeholders that can be used to contribute to the development of campaign activity and produce clear, compelling, and up to date explanatory materials to help the Head of Industry Relations and other colleagues in building knowledge of, and analysing, the energy landscape.

• Manage the daily workload, quality of work, performance, and development of the Industry Relations Officer.

• Participate in external forums and meetings to keep up to date with industry knowledge and represent Smart Energy GB as required, including presenting directly or contributing to the development of presentation materials.

• Build and maintain strong relationships with supplier teams, manage day-to-day dialogue with them, and assist the Head of Industry Relations and Smart Metering Policy Manager with their liaison with energy suppliers and SMIP as required.

Skills, experience and competencies

• You will be excellent at building and managing relationships with a wide range of internal and external stakeholders.

• Have a good knowledge of the commercial pressures, strategic considerations and typical planning processes used within a marketing and communications division of an organisation.

• You must be someone with a strong grasp of communication strategies and tactics, and experience in delivering effective communication programmes.

• Able to translate complex/technical matters about marketing/communications to non-technically expert colleagues/others in a way that is easy to understand and convincing.
- Excellent communication skills; the ability to write and present succinctly, eloquently and creatively

- Energy sector experience would be considered a significant benefit

- Appreciation of the objectives and activities of Smart Energy GB

- Appreciation of 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
- Free standard breakfast and healthy snacks provided in the office
- An in-house wellbeing programme, Thrive