Job Description

Analytics Insight Manager

April 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
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: Analytics Insight Manager
Job salary: £53,000 - £55,000
Job location: London, SE1
Deadline: 20th May 2022

Purpose of the job

Insight & Analytics is a central team within Smart Energy GB. Our task is to help ensure Smart Energy GB’s long-term strategy is planned and grounded in the best possible understanding of our target audiences, consumer behaviour and cutting-edge marketing science. The organisation is Insight driven, with decision making and strategy grounded in data and learnings from the Insight & Analytics team.

Members of the team have broad exposure to all of Smart Energy GB’s marketing, communications and policy work. We’re an in-house team, so as well as producing work ourselves we work closely and collaborate with a number of external research and analytics agencies, as well as our retained advertising and media agencies.

The analytics part of the Insights team was more formally established in 2019 following an increased focus on how we could better utilise analytical tools and techniques to gather quantitative insight from our consumer insight work as well as third party sources. The Insight & Analytics team is made up of four manager roles (three Insight Managers and this role), with two Insight Executives and one Analytics Executive (who directly reports to and supports the Analytics Insight Manager), overseen by the Head of Insight & Analytics. The focus for this role is to deliver highly quantitative and analytical projects within the Insight & Analytics team.

The specific analytics work has some established workstreams and focuses, but also with scope to identify new opportunities in the right pair of hands. We are keen to understand whether there are areas we could explore further, to continue to maximise the impact of the role of Analytics in the Insight team, as well as the broader business. As such, there is opportunity for an ambitious and strategic person to influence future focuses for the Insight & Analytics team.
Key tasks / responsibilities

Reporting to the Head of Insight & Analytics, you will manage delivery of a mix of quantitative research projects and flagship analytics programmes. Quantitative projects include a few primary research opportunities such as our messaging Drivers analysis or our bi-annual customer Funnel analysis, but with the majority of work focusing on utilising already available quantitative data sources in our arsenal to interrogate and visualise insight through tools such as dashboarding.

The Analytics function serves to maintain our key market-level and third party source data, and identify opportunities for analysis to answer key business questions. Analytics projects include predictive analysis and visualisation of key data sources (e.g. Tableau), and oversight on our marketing mix modelling (econometrics) work. Whilst our MMM modelling is agency-led, we are looking for someone who understands the technical aspects of the approach enough to be able to critically review our models, spot any issues or opportunities and manage the sharing of results to stakeholders. We are always horizon scanning on how we can further utilise our data to broaden our understanding of our business challenges (for example, producing or updating forecast models such as installations over the rollout period). Strong excel skills are essential and experience or a keen interest in modelling and coding languages would be a bonus in excelling in this role.

You will also provide support to other members of the Insight team when using data for insight generation, as well as helping internal stakeholders to understand the implications of data-led insights for their own activity. Supported by the Head of Insight & Analytics and Deputy Director of Insight and Strategy, this role includes reporting and exposure to key stakeholders, such as the Senior Leadership Team.

Skills, experience and competencies

This role is wide-ranging, therefore we have highlighted skills we deem essential for success, as well as additional elements that we feel could help excel in this team.

Essentials

- Ability to lead work on combining quantitative research or analysis with analytical tools or approaches
- As part of this, experience of working with datasets derived from consumer surveys and an understanding of how survey and non-survey data can be effectively combined to answer questions

- Ability to take business focused questions and convert them into analytical / data-based tasks that answer these questions

- Experience in producing findings that are easily digestible to non-insight / analytics audiences, going beyond the findings to communicate strategic implications

- Ability to report to and help colleagues and external stakeholders understand the contents and implications of outputs generated in-house or by external agencies

- Strong data checking and regularisation skills, able to analyse and merge from numerous sources consistently. Able to demonstrate an intuitive understanding of where data is incomplete, incorrect or inappropriate for the task

- Understanding of the key principles of econometrics (MMM) and how to best utilise this approach in delivering insights – including technical reviews and critical thinking around the analysis and reporting of results

- Experience in producing dashboards or similar visualisations

- Enthusiastic and highly inquisitive, with a desire to seek out new areas for analysis, and build the delivery of the Analytics side of the team as an integral part of business reporting and planning

- Experience in managing and developing junior team members

- Strong excel skills

- Excellent communication skills (verbal/writing)

Preferred

- Experience of modelling data (e.g. regression, hypothesis testing, predictive modelling)

- Experience of a statistical processing language such as R or SAS

- Experience with extracting and utilising data from Google Analytics and other relevant tools for assessing online traffic and consumer behaviour
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

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 a short equality monitoring form here - https://www.surveymonkey.co.uk/r/SEGBRecruitmentEDMonitoringForm2022
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