Job Description

Social Media Manager

June 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 the expected end of the rollout in 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 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: Social Media Manager
Job salary: £40,000 per annum
Job location: London, SE1
Deadline: 1st July 2022

Purpose of the job

As Social Media Manager, you will manage Smart Energy GB’s social media channels to engage and inform the British public about smart meters on the platforms they visit daily.

Your remit will span the entire organisation, acting as the social content expert when working with the PR, advertising and brand teams. As our in-house social content expert, you will work with the Senior Campaigns and Digital Manager and our network of agencies to help define our social channel strategy, both paid and organic. You will also support the Senior Campaigns and Digital Manager to optimise performance and ensure we deliver best-in-class results for our investment.

You will lead and oversee our community management and community management partner agency, ensuring questions and conversations are monitored and responded to with pace and accuracy, whilst being constantly vigilant to ensure our channels are monitored closely and issues escalated.

Detail-orientated, with strong interpersonal skills, you will approach work with a can-do attitude which helps the team to deliver exceptional work – sometimes under pressure - having great fun in the process. You’ll bring a passion for social that keeps you on top of trends and thinking of ways we can leverage them.

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Key tasks / responsibilities

- Support the Senior Campaigns and Digital Manager in developing our social content strategy including increased use of hyper targeted messaging
• Project manage campaign content development (including organic), liaising with a network of agencies and internal resources to develop campaigns and content calendars, providing regular updates on project progress and flagging risks with the Senior Campaigns and Digital Manager

• Contribute an expert view to the development of campaign assets, inputting your knowledge of what works on our channels, relevant industry insights and data from our social listening tool BrandWatch, to make our campaign content the best it can be

• Work with the Senior Campaigns and Digital Manager Website Manager, our creative and media agencies, and the Head of Campaigns and Digital to dissect results and optimise our creative on social channels to maximise its effectiveness and push it to meet KPIs

• Lead our community management strategy and organic content strategy

• Manage our social content planning from a creative perspective, supporting the Senior Campaigns and Digital Manager and taking their direction to ensure content is optimised for performance

• Define and apply all procedures and protocols to govern our use of social media and guide activity across the organisation and our agency partners

• Responsible for a robust crisis plan for social media, supporting the Social Media Assistant in monitoring our social listening tool BrandWatch for social media threats

• Line manage the Social Media Assistant, with a responsibility for their continuous development and acting as an escalation point for questions and comments that develop around our social media posts

Skills, experience and competencies

• In-depth experience managing and growing a variety of social channels, your excellent attention to detail and ability to work at speed will enable you to deliver high-quality timely content and responses.

• An expert in social media with a robust understanding of its capacity for behaviour change, proactively seeking new opportunities to champion social within the organisation.

• A proven track record of managing the development of social content campaigns including, agency management and brief writing.
- Experience handling social media crisis situations and planning, and a solid understanding of PR and their relationship to social media marketing.

- Experience deploying and evaluating paid advertising in social channels, and an understanding of social media metrics and tools for measurement.

- Experience of using BrandWatch or a similar social listening tool.

- Excellent communication skills (verbal/writing).

- 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 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 the 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 - 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