Job Description

Head of Brand and Campaigns

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 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: Head of Brand and Campaigns
Job salary: £70,000 - £80,000 per annum
Job location: London, SE1
Deadline: 8th July 2022

Purpose of the job

SEGB are responsible for the national engagement campaign for smart meters, helping pave the way towards a greener, more energy efficient Britain.

1. We’re looking for a Head of Brand and Campaigns, with fully integrated experience. They have shared responsibility for delivering Smart Energy GB’s marketing strategy, creative development and campaigns. This includes advertising across all channels, both above the line and in digital comms.

2. They will need strong commercial skills to prepare annual marketing plans, recommend associated budgets (we currently spend around £20m each year on media), and a procurement mindset to demonstrate value to the organisation and its stakeholders.

3. Leadership skills are key to running a large team and a group of agencies.

4. Ability to bring strong strategic thinking to our work.

5. Ability to deliver creatively ambitious marketing communications, and results.

This role sits alongside a Head of Campaigns and Digital. The (high) volume of campaigns and department responsibility is split between the 2 roles. The Head of Campaigns and Digital also has oversight of our social media presence and website. The Head of Brand and Campaigns has oversight of our internal studio and brand guidelines.

Key tasks / responsibilities

Marketing strategy and implementation
- Manage the development of individual campaign propositions and go-to-market strategies

- Oversee the implementation of the marketing strategy, by running integrated campaigns, executed across the most relevant channels and touchpoints. This includes TV, print, radio, media partnerships, digital display and content across social media and our website

- Head up the day-to-day management of our creative agency (and media agency partners alongside our Head of Media) to ensure optimal service and quality of deliverables against set objectives, timelines and budget. Our primary agencies are AMV BBDO, Gravity Road and m/SIX and this role specifically has core management of AMV BBDO

- Work with Insight department to commission research and utilise data for marketing campaigns, interrogating the organisation’s databases and external data

- Align with Insight team on interpretation of business intelligence and audience research to define engagement strategies and guide creative development across domestic audience segments, microbusinesses and customers in vulnerable circumstances (CIVCs)

- Oversee the team responsible for ongoing brand development, brand guidelines and producing in-house creative work through our agencies and studio

- Leadership of our brand strategy, underpinning all external and internal communications, to support and augment ATL and BTL campaign activity

- Ownership of all brand assets, guidelines, talent contracts, and usage rights, specifically the relationship with the Greenlight estate acting for Albert Einstein (our current campaign)

- Review of all assets to ensure adherence to guidelines

- Management of internal studio to develop assets for internal stakeholders’ needs

- Regular liaison with internal departments to continue evolving brand guidelines to suit the needs of the organisation and our audiences

- Close collaboration with the Head of Campaigns and Digital and Head of Media to ensure complete integration between teams

- Demonstrate proactivity and a “test and learn” mindset to ensure we’re always learning and optimising our activity

- Continually review changes to the market and consumer trends and adjust the marketing plan if necessary
• Report on the effectiveness of marketing campaigns using pre-determined KPIs

Leading a team

• Embody the skills and behaviours to lead integrated teams comprised of a mix of disciplines

• Develop all team members to think strategically, and to recognise creative excellence

• Talent manage so that it is clear where individual strengths lie and how people are being developed, and equally be able to raise and manage any performance issues

• Help teams develop and prioritise as the organisation evolves and the Marketing department steps up to new technologies and platforms

• Develop technical capability of the team, especially within digital marketing, drawing on expertise from the Media team and Campaigns and Digital team

• Actively review ways of working and identify where to make improvements

• Direct line management responsibility for a team seven, and shared project oversight for teams totalling 15-20 people

• Be a full member of the marketing leadership team and play a positive and proactive role in supporting the management of our organisation

Influencing SLT and senior, external stakeholders

• Manage upwards with clarity and dexterity - feel empowered to lead and also involve Senior Leadership Team (SLT) at the right time and integrate organisational views where appropriate

• Report in to the Deputy Director of Marketing and work alongside the Head of Campaigns and Digital, Head of Media, and Heads of other departments including Partnerships, Insight & Analytics, Consumer PR and Corporate Affairs

• Develop content which is suitable for our Board - clear, concise and integrated with other directorates

• Work closely with other directorates to anticipate shared workstreams and drive the most out of cross directorate teams

• Work with Energy suppliers as a key stakeholder group and also a key channel for us to syndicate content to the right audience groups

• Build strong and trusted relationships with Government stakeholders (BEIS)
Commercials

- Set and have joint responsibility for an annual departmental budget of around £5m (in addition to the £20m media budget)

- Manage and measure marketing campaign costs

- Negotiate with media and creative agencies to ensure procurement best practice is always adhered to

- Competently demonstrate value for money to those running the organisation as well as external stakeholders

Skills, experience and competencies

It is critical that you have either worked in a senior position within a major in-house consumer marketing team or as a senior strategist/business lead for a prominent, integrated communications agency. You must be able to demonstrate:

- Experience creating and delivering major, integrated consumer marketing campaigns covering both brand and direct response

- ATL experience in developing creatively ambitious campaigns through all mass-media channels, with a strong appreciation of how to use the latest technologies to apply increased targeting capabilities to these channels

- Digital experience with social media, content development, and close integration of ATL and Digital workstreams

- Experience working for/with major media and creative agencies and managing senior relationships within those agencies

- Ability to head up the development of clear and robust strategic recommendations, write effective client creative briefs, evaluate creative work and multi-channel media plans

- Experience in identifying and applying appropriate use of data

- Ability to evaluate creative and media agency cost proposals, agree clear scopes of work and manage a significant marketing budget, providing a live and accurate view of this budget to senior management as and when required

- Understanding of best practice in activity targeting different segments of society including more vulnerable audiences
• Excellent management of senior relationships with a wide range of internal and external stakeholders

• Experience managing and motivating excellent performance from sizeable teams with different levels of experience and skills/areas of focus

• Excellent communication skills; the ability to write and present succinctly, and creatively

• Strong project management skills: Must be highly organised and able to develop and oversee dynamic project plans and work-flows ensuring projects are delivered on time and budget

• Curious and proactive with the flexibility and resilience to adapt to evolving tasks and organisational requirements

• 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 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