Job Description

Marketing Executive (Creative)

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 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
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 (Creative)
Job salary: £32,000 - £35,000 per annum
Job location: London, SE1
Deadline: 15th July 2022

Purpose of the job

Reporting to the Senior Brand & Campaigns Manager, and working closely with our retained creative agencies, 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.

Key tasks / responsibilities

- Support, and in some instances lead, on the development of multi-channel campaigns and the production of creative assets for a variety of audiences
- Use insight to generate creative and strategic recommendations to help inform the development of current and future projects
- Work collaboratively with our creative agencies (ATL and Digital), ensuring that they receive high quality, insightful briefs and are highly motivated and empowered to produce the best possible work
- Manage internal stakeholders and team members to ensure that consolidated and clear feedback is given to agencies in a timely manner. This will also involve ensuring that contact reports are accurate and comprehensive
- Support Marketing Managers as necessary with managing smaller projects, including liaison with colleagues to develop Branded Content through the internal design studio
- Ensure that all assets produced adhere to brand guidelines, campaign messaging and lexicon
• Assist the Senior Brand and Campaigns manager in managing the creative budget, occasionally assisting with financial administration for the team as necessary

• 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 creative agency, or an in-house marketing team, with an understanding of the creative development 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 creative response, and the ability to effectively assess creative work 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 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/SEGRRecruitmentEDMonitoringForm2022

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
- An in-house wellbeing programme, Thrive