Job Description

Marketing Assistant
December 2021
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 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 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 Assistant
Job salary: £26,000 per annum
Job location: London, SE1
Deadline: TBC

Purpose of the job

We’re looking for someone who is excited by our mission, wants to be part of a thriving and ambitious team, and is willing to roll up their sleeves and get involved. We need someone who is sublimely organised, and we can rely on to look after the administration, but with the ability to act on their own initiative.

The Marketing Assistant is central to the productivity of the Marketing directorate.

You will lead on organisational admin, assisting the Director of Marketing, 2 Deputies and 2 and Heads of department in the smooth running of the team. You will be organising team training and events and promoting the culture of the department. You will also be looking after the administration of our campaign finance, including our purchase orders and invoicing.

You will also have some light PA responsibilities for the Director of Marketing, Deputy Director of Marketing and Deputy Director of specialist audiences.

An ideal role for someone looking for exposure to Marketing campaign activity and who is fluent in financial administration.

Key tasks / responsibilities

- Provide administrative support to Marketing leadership (Director of Marketing, Deputies, and Heads of), and work closely with the other teams to perform tasks including;
  - Scheduling and preparation for cross team meetings, organising internal and external room bookings, booking, travel and submitting expenses
- Assist with key dept meetings, that these meetings have clear agendas, that comprehensive reports/meeting minutes are taken and distributed

- Desk research and preparing briefing documents and presentations as required, including sourcing content, drafting and formatting slides and proof reading

- Ensuring key documents are filed systematically, and Marketing directorate folders are organised, up to date and intuitive to navigate at all times

- Manage financial administration for the Marketing team, including issuing all new supplier forms/POs, processing all invoices and resolving finance queries in accordance with our financial procedures. Organising and running monthly finance meetings both internally and with our external creative agencies

- Assist with training and development for the Marketing team, maintaining administration of the department training, researching training providers, and ensuring all group training is booked

- Support the Smart Inspiration speaker calendar – liaising with agencies to create content and booking external speakers

- Assist with the organisation of internal team events, e.g. all-agency meetings and away days

- Provide light PA support to Director of Marketing and 2 Deputy Directors, in the form of some diary management, travel and expenses and organisation of meeting preparation

Skills, experience and competencies

- A confident communicator with a proven ability to digest and interpret key information and use it to write clear and compelling communications

- Excellent organisational skills and ability to multi-task, supporting a number of colleagues across different areas of work at the same time

- Outstanding attention to detail, has the ability to plan ahead, identify priorities and upwardly manage team members as required

- An aptitude for numbers, a willingness to learn and apply meticulous attention to financial administration e.g. keeping financial logs on spreadsheets and accurately processing invoices and purchase orders
Fluent in Word, Excel, PowerPoint and Outlook, and comfortable learning/using additional software that may be required

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

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 could you complete a short form here - 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.

Diversity

Smart Energy GB actively encourages 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, applicants that belong to the ethnic minority backgrounds and from people with
disabilities. 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 requesting to be considered under this scheme. 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.

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