Job Description

Head of Campaigns and Digital

March 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

[Industry recognition logos]
The role

Job title: Head of Campaigns and Digital
Job salary: £70,000 - £80,000 per annum
Job location: London, SE1
Deadline: 13th April 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.

We’re looking for a Head of Campaigns and Digital, with fully integrated experience. They will be responsible 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 as well our website. 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. Leadership skills are key to running a large team and a network of agencies. Ability to bring strong strategic thinking to our comms is as critical as managing the team and agencies to produce excellent creative work and results.

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

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 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, Gravity Road and m/SIX

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 delivering the full spectrum of always-on digital activity, including:
  o Content strategy and development for paid media and our owned platforms
  o Managing the Smart Energy GB website, with a focus on usability and user experience, to optimise the experience of consumer, partner and stakeholder visitors
  o Devising our social media strategy and management, directing and coordinating activity of our agency partners, and internal team
  o Implementation of back-end systems and development of front-end user experience
  o Devising digital procedures (for example editorial workflows, crisis management plans) and ensuring best practice in accessibility, digital management, risk management and content governance
  o Planning and managing the visibility of digital assets through display advertising, PPC and SEO

Devise plans to drive both consideration and conversion, even in the absence of first party data e.g. Direct response campaigns/Deploying data solutions such as data clean rooms

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

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

• Share oversight of a team of 15+ people and direct line management responsibility for our team of Marketing Managers

• Be a full member of the management group and play a positive and proactive role in 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 Heads of Media, Partnerships, Insight & Analytics, Consumer PR, Corporate Affairs and Marketing Operations

• 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 administer an annual marketing 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

• Strong digital experience which covers both the creative and technical elements of: digital and social media, content development, SEO and PPC, website technical development and management

• 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

• Strong 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

• Appreciation of the diversity of the people and communities of Great Britain

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

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
- Free standard breakfast and healthy snacks are provided every day in the office to support a positive working environment