Job Description

Interim Website Manager (12-month maternity cover)

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: Interim Website Manager (12-month maternity cover)
Job salary: £40,000 per annum
Job location: London, SE1
Deadline: 20\textsuperscript{th} July 2022
Interview dates: w/c 25\textsuperscript{th} July and w/c 1\textsuperscript{st} August
Start date: 30\textsuperscript{th} August 2022

Purpose of the job

Our website plays a key role in helping us explain the many benefits of smart meters, acting as the destination for all campaign activity, for each of our audience groups, across the full channel mix. Our Website Manager will oversee the website and its content to ensure it provides a seamless journey for our campaigns, directing the audience to relevant journeys within energy supplier websites to book a smart meter installation, as well as providing journeys for those looking for information about smart meters. The Website Manager works closely with our media agency and Search Manager to optimise SEO and PPC and keep our web content top of smart meter searches.

A key member of the digital team, reporting into the Senior Manager – Campaigns and Digital, you will also work closely with internal teams to develop content to support campaigns across all areas of the organisation including PR, Policy, Advertising and Partnerships.

An excellent stakeholder manager, you will oversee the relationship with our build partner and manage a six-figure annual development budget, which you will use to create and deliver the annual development road map.

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 digital that keeps you on top of trends and thinking of ways we can leverage them.
Key tasks / responsibilities

- Lead on creating our website content strategy. Ensure new content generated is appropriate for publishing, including writing accessible website content and proofreading content from junior team members.

- Work collaboratively with our media agency and Search Manager to review combined SEO and PPC delivery, generate new keywords and ad copy, and review ongoing performance.

- Lead our development agency to deliver the annual development road map for the website, including large-scale developments. You will plan and manage all the development cycles, prioritising work, ensuring it is brought in on time and on budget and that our high standards of design and UX are maintained, as well as our AA accessibility compliance rating.

- Manage our UX programme across A/B testing and personalisation using appropriate tools like Google Optimise to ensure the user experience is a priority in web development.

- Be the primary point of contact for our development agency, including acting as the internal point of contact for SEGB teams wishing to commission new development.

- Manage the reporting framework that measures the effectiveness of the website and search, including regular reporting to internal senior stakeholders.

- Lead the technical side of web tracking and development, including taking ownership of the tagging of our site and ongoing technical development.

- Project manage the direct response campaign for the organisation and deliver timely reports of its performance through tracking of the onsite conversion it generates.

- Develop web content, often in partnership with internal Smart Energy GB teams and our creative agencies, ensuring content is optimised for SEO and brand guidelines are met.

- Manage the training of internal teams to use the CMS and individual sections of the website.
Line management of the Digital Assistant, with responsibility for their continuous development

Skills, experience and competencies

• Proven experience of online content management systems and analytics software, as well as campaign management and personalisation tools

• Able to develop copy and multimedia content for digital channels that adheres to our tone of voice, brand guidelines, accessibility standards and is optimised for SEO

• Background in Search strategy, with a focus on SEO

• Demonstrable experience of the using of Google Analytics (preferably GA4), Google Tag Manager and CMS systems

• Experience in personalisation and A/B testing of website content and functionality

• Excellent communication skills and attention to detail

• A team player with a supportive approach to colleagues, and the ability to collaborate with multiple teams and external agencies

• Experience of digital project management, demonstrating the ability to independently manage multiple priorities, and work flexibly across channels

• Experience developing technical briefs for developers

• 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