Job Description

Analytics Manager

August 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

Close to 1 million people are not proficient in English

More than 5 million people are over 75
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.

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.

Recognised by the industry
The role

Job title: Analytics Manager
Job salary: £53,000 - £55,000 per annum
Job location: London, W1
Deadline: TBC

Purpose of the job

Insight & Analytics is a central team within Smart Energy GB. Our task is to help ensure Smart Energy GB’s long-term strategy is planned and grounded in the best possible understanding of our target audiences, consumer behaviour and cutting-edge marketing science.

Members of the team have broad exposure to all of Smart Energy GB’s marketing, communications and policy work. We’re an in-house team, so as well as producing work ourselves we work closely and collaborate with a number of external research and analytics agencies, as well as our retained advertising and media agencies.

Reporting to the Head of Insight & Analytics, you will manage delivery of flagship analytics programmes such as our marketing mix modelling (econometric) modelling work. You will be responsible for conducting ongoing audits of available market-level data and ensuring storage and availability is appropriate for intended uses. You will manage relationships with external analytical agencies providing services across analytics workstreams. You will provide support to the Head of Insight & Analytics in reporting of data to management and relevant stakeholders. You will also provide coaching and support to other members of the Insight team when using modelled data for insight generation, as well as helping internal stakeholders to understand the implications of data-led insights for their own activity.

Key tasks / responsibilities

- Lead on all analytics workstreams, including econometrics, internal modelling, advertising microtargeting and any required internal dashboarding, where necessary working closely with the Deputy Director of Strategy & Insight
• Lead on producing and updating existing forecast models – e.g. of installations over the rollout period, working directly with SLT members as required

• Utilising strong project management skills to manage delivery of workstreams with multiple agencies and data inputs, including data collection exercises from the energy industry

• Responsible for conducting ongoing audits of available data and ensuring storage and availability is appropriate for intended uses

• Lead on ad-hoc queries involving in-house primary analysis of data and modelling using appropriate statistical techniques, write and review analytical code (either R or excel if appropriate) as necessary, proactively raise analytical questions and be responsible for answering them

• Brief external analytics agencies to ensure that eventual outputs reliably address the business question in hand, manage the agency appropriately, provide a critical and informed point of view on resulting outputs

• Providing support on the evaluation of the performance marketing activity, deriving its effectiveness and driving optimisation strategy using multiple data sources

• Work closely with colleagues in Insight & Analytics to ensure that insights from owned and consumer data are seamlessly integrated across our workstreams, and where workstreams are owned by the Analytics Manager, to ensure that consumer survey data is incorporated as part of an integrated story where relevant

• Ensure that all analysis and data findings are communicated in a clear, concise, and articulate way to internal and external stakeholders

Skills, experience and competencies

• Experience of working in a relevant analytical role, with a genuine passion for working in a creative and busy team as part of a wider marketing campaign

• Experience of working with datasets derived from consumer surveys and an understanding of how survey and non-survey data can be effective combined to answer question

• Applied experience of a statistical processing language such as R or SAS
• Applied experience of producing dashboards from digital data

• Ability to effectively project manage multiple complex workstreams, utilising junior resource appropriately and where necessary managing agencies effectively to ensure projects remain on track and deadlines are achieved

• Experience with extracting and utilising data from Google Analytics and other relevant tools for assessing online traffic and consumer behaviour

• Ability to analyse and merge multiple sources of data to deliver relevant insights

• Strong data checking and regularisation skills, able to render data from numerous sources consistently. Able to demonstrate an intuitive understanding of where data is incomplete, incorrect or inappropriate for the task

• Applied experience of modelling data (e.g. regression, hypothesis testing, predictive modelling).

• Understanding of marketing mix modelling (econometrics)

• Ability to help colleagues and external stakeholders understand the contents and implications of outputs generated in-house or by external agencies

• Excellent communication skills (verbal/writing)

• 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 our short form here - https://www.surveymonkey.co.uk/r/SEGBRecruitmentEqualityDiversityMonitoring

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 and our onsite facilities are gender neutral.

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
• 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 breakfast – to support a positive working environment, a free breakfast and healthy snacks are provided every day