Job Description

Partnership Content Manager
August 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 the expected end of the rollout in 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
Join the energy revolution

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

[Certificates and awards images]
The role

Job title: Partnership Content Manager
Job salary: £40,000 - £47,000 per annum
Job location: London, SE1
Deadline: 30th September 2022

Purpose of the job

Reporting to the Senior Partnership Marketing Manager, you will lead on the strategic development of partnership campaign assets, national partner content and marketing materials for our Resource centre (partner content hub).

Key tasks / responsibilities

• You will play an integral role in the delivery of our partnerships programme with a focus on leading the delivery and creation of core partner campaign assets

• Set the strategic direction for the Resource centre, setting KPIs, ensuring that it delivers against the partnerships strategy and maximise usage by our partners

• Lead the inclusive content strategy for the partnership team. Ensure content is created with the needs of customers in vulnerable circumstances in mind. Managing the key relationships with alternative format and language translation agencies

• Develop briefs for new/adapted assets and instruct internal teams on our requirements; ensure that assets are developed in line with the partnerships budget, timeline and incorporate correct campaign messages and guidelines, including managing the end-to-end content substantiation process

• Map asset requirements and work with our Brand, Digital, Insights & Analytics team to make recommendations where necessary

• Head up the management of our print fulfilment supplier to ensure partner requirements and KPI’s are met and that assets are delivered on time and budget
• Analyse reports and data on partnership asset usage to make recommendations for future development

• Act as the brand champion and a central contact point for asset-related campaign changes or needs in the partnerships team, ensuring our brand identity and partner guidelines are applied correctly and consistently by partners. Delegating tasks to Partnership Marketing Executive in this process

• Project manage the update of partner guidelines and facilitate regular reviews of the content to ensure it is relevant and useful

• Work with the Senior Partnership Marketing Manager to plan and develop partner communications activities and assets, working with agencies to deliver this where appropriate

• Adapt and refine the principles and processes of the Resource centre for the partnership team

• Support with tracking against partnership KPIs including the sharing and collating of partnership interim reporting

• Work with the Partnership Marketing Executive on the creation, strategy and implementation of an email campaign, regularly reviewing copy and process to improve open rates

• Support other departments by advising on accessible content requirements and minimum standards where required

• Conduct accessible content consultation with vulnerable customer communication experts and target audiences in order to maintain standards and best practice

**Skills, experience and competencies**

• Previous experience in a marketing role either for an integrated communications agency or in-house marketing team

• Ability to compile clear and compelling briefs and have experience of conducting briefings and managing external agencies

• A strong appreciation of what makes a solid creative idea and ability to effectively assess creative work against the brief
• Experience creating or managing compliance with brand guidelines

• Experience working with external agencies and relationship building and/or experience building and managing relationships with external stakeholders

• Experience analysing and monitoring data to identify gaps in projects you have worked on

• Previous experience of developing assets to support marketing partnerships

• Experience of working on UX (user experience) projects in previous roles and experience in managing and updating online web content

• Experience of creating accessible content for customers in vulnerable circumstances

• Experience working with budgets

• Excellent communication skills (verbal/writing)

• Appreciation of objectives the 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 the 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 socioeconomic 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 - 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