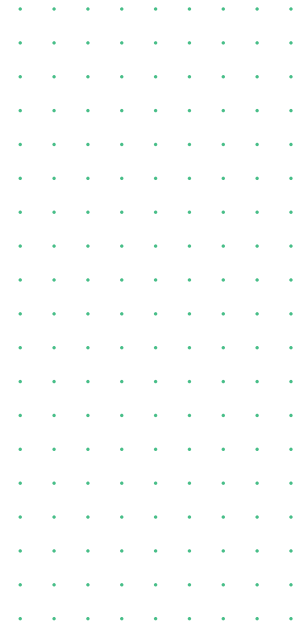


# Job Description

Director of Public Relations

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







# 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

<b>Job title:</b>	<b>Director of Public Relations</b>
<b>Job salary:</b>	<b>£100,000 per annum + 15%PRP</b>
<b>Job location:</b>	<b>London, W1</b>
<b>Reporting to:</b>	<b>CEO</b>

### Purpose of the job

To lead the company's delivery of high-quality PR to ensure the media environment best facilitates the adoption of smart meters across the country. This will include the management of (and fast-paced response to) the news agenda surrounding smart meters and the smart meter rollout, and overseeing the delivering of proactive PR campaigns that encourage people to get a smart meter.

To contribute as a member of the senior leadership team of the company and an ambassador for the Company in media, public platforms and with senior stakeholders.

### Key tasks / responsibilities

- Lead the PR Team based in London, & Edinburgh, providing strong, positive and inclusive leadership and strategic direction for their activity, and overseeing the quality of their delivery of the agreed activity programme
- Ensure the high-quality delivery of excellent management of and/or fast paced response to the news agenda surrounding smart meters and the smart meter rollout, including by serving as a senior spokesperson for Smart Energy GB in the news, media and/or ensuring that other senior spokespeople in the organisation are given the support they require when they are spokespeople in the news media
- Oversee the delivery of proactive PR campaigns that communicate the benefits of smart meters and help convert customers to get a smart meter
- Report to the board on PR activity, including securing board support for strategy, activity and budget and taking responsibility for reporting to the board against results and for the accurate oversight of PR activity and budget

- Contribute as a member of the Senior Leadership Team, both in working cooperatively with the other members of that team to manage the company in an effective way, but also in providing inspirational leadership as a group to the whole company
- To oversee the divisional budget to ensure the budget is only spent efficiently and effectively in the furtherance of our objectives, complying within internal procedures at all times
- To work collectively across teams internally and with external stakeholders such as BEIS and energy suppliers

### **Skills, experience and competencies**

- A rigorous analytical but creative thinker, able to communicate compellingly face to face but also with in communicating as a senior spokesperson in media channels
- Experience of operating effectively at senior management level, including at a board level
- The ability to lead the development of sophisticated communications strategies, and oversee their implementation through the use of strong evidenced argument
- Experience of overseeing a corporate comms or reactive news team that is prepared, professional and works effectively with other teams in the company
- An advanced understanding of the demographic, technological and political (any other) complexities involved in the work SEGB does and using these to craft and deliver comms both externally and internally
- The ability to drive and deliver national communications that successfully cuts through, in particular in areas of high-profile policy and/or controversial policy
- Articulates oneself with credibility and conviction, encouraging buy-in to SEGB's position both internally and externally
- Strategic thinker but comfortable with overseeing and, where necessary, directly managing and delivering tactical communications activity from inception, to completion
- Comfortable with working to deadlines to ensure activity is delivered in a timely manner
- 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

### **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
- Private medical plan
- 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



## To apply

If you use assistive technology (such as a screen reader) and need a version of this document in a more accessible format, please email [geraldine.h@ellwoodatfield.com](mailto:geraldine.h@ellwoodatfield.com). 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.

**Smart Energy GB is working exclusively with Ellwood Atfield.**

**Ellwood Atfield recruits for organisations that are seeking to influence their external environments and specialises in communications and advocacy.**

Following interviews with Ellwood Atfield, successful candidates will be invited for interviews with Smart Energy GB.

Please contact Geraldine Hetherington ([geraldine.h@ellwoodatfield.com](mailto:geraldine.h@ellwoodatfield.com)) for an initial discussion and to apply.

Geraldine is a Board Director of Ellwood Atfield and experienced headhunter. She has an impressive track record recruiting for clients in trade associations, professional bodies, think tanks, charities, and corporates. After practicing as a solicitor, she spent 16 years in headhunting, much of it working with senior in-house counsel roles. Geraldine was the Chief Operating Officer of Hudson Global, Inc. in the UK and the former HR Director of Monster and TMP.



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 by clicking [here](#).

### 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.