



# Appointment of Chief Executive Officer

February 2026

Project code: QBYDA

Saxton Bampfylde

# The contents page

<b>Introduction from the Chair</b>	<b>3</b>
<b>The Smart Energy GB team</b>	<b>4</b>
<b>The opportunity</b>	<b>5</b>
<b>The role</b>	<b>6</b>
<b>The job remit</b>	<b>6</b>
<b>The key tasks / responsibilities</b>	<b>7</b>
<b>The skills, experience and competencies</b>	<b>8</b>
<b>Equity, diversity and inclusion</b>	<b>9</b>
<b>The benefits</b>	<b>10</b>
<b>How to apply</b>	<b>10</b>



# Introduction from the Chair



**Mark Lund OBE**  
**Chair**

We're looking for a new Chief Executive Officer to lead Smart Energy GB through the next phase of its existence, to 2030. It's an exciting time to be at the head of what is both a vital part of the UK's drive to reach net zero and one of the most fascinating marketing, communications and behaviour change challenges.

The smart meter rollout is an essential building block of the Government's plan to get Britain to net zero. It is a complex, national infrastructure upgrade programme, delivered by government, industry and the third sector working in partnership.

Smart Energy GB is the national consumer engagement body for the smart meter rollout. Its core remit is to ensure consumers and small businesses voluntarily take up smart meters and use them, using a variety of marketing, communications, digital and insight tools.

The organisation was established by government, a decade ago, to meet public goals but exists separate from government as an independent non-profit, funded by industry energy suppliers. It is a hybrid model that requires a public service mindset, strong commercial discipline and collaboration with a wide variety of stakeholders.

The GB smart meter rollout has reached c.70% national penetration and is aiming to reach c.100% by the end of 2030. This is a considerable achievement for a voluntary programme with Germany, for example, having achieved half of this, with a comparable model. The rollout enjoys strong overall political support from all major parties and operates in a dynamic industry environment. After the challenges of COVID and the energy and cost of living crises, the industry is now at the centre of the growth opportunities presented by the energy transition.

The organisation the CEO will lead has a well-founded and powerful culture of high performance, creativity, collaboration, agility and evidence-based and people-focussed approaches. Smart Energy GB has a high stakeholder favourability rating and has won multiple awards as a top place to work, most recently as a Sunday Times Best Place to Work 2024.

The successful candidate is likely to enjoy the mix of business, public service, creative, commercial, social and stakeholder factors that this role represents. I'm looking forward to working with them.

# 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 an office in London and a WeWork space in Edinburgh. 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 it makes a positive difference.

We 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 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.

*\*Loan based benefits are available after successful completion of probationary period.*

## Recognised by the industry



# The opportunity

## Leading Britain's energy revolution

Smart Energy GB is the independent, non-profit organisation that helps households and small businesses across Great Britain to understand how smart meters can benefit them, their families, and the environment.

We do this by working collaboratively with a wide range of stakeholders including charities and voluntary organisations to reach people throughout the country, including those in vulnerable circumstances, who may otherwise miss out on the opportunity to get a smart meter. We are helping to drive one of the most significant infrastructure programmes in the country's history, and we're looking for a visionary CEO to take us into our next chapter.

## Our mission

We get out of bed in the morning to drive an energy revolution that helps Britain achieve net zero by being passionate, people-focused and collaborative.

## Why this matters now

Smart meters are the foundation of Britain's energy future. Without widespread smart meter adoption, reaching net zero will be more expensive and could take longer. Smart meters are pivotal in creating a flexible, efficient energy system that can integrate renewable energy, reduce waste, and give consumers unprecedented control over their energy use. Working with government and the energy industry, our goal is to ensure that everyone who is eligible for a smart meter has one installed. We help consumers to better understand how getting a smart meter can benefit them, including those in vulnerable circumstances.

## Our distinctive approach

Our collaborative, inclusive model sets Smart Energy GB apart. We work with a diverse ecosystem of stakeholders, from charities and voluntary organisations to energy suppliers and policymakers to reach every corner of the country. We're particularly committed to ensuring those in vulnerable circumstances, who might otherwise miss out, can access the benefits of smart meters and the savings they can unlock.

## The challenge ahead

Britain's transition to net zero is one of the defining challenges of our generation. Smart meters are essential infrastructure for this transition, enabling demand flexibility, supporting renewable integration, and empowering consumers to make informed choices. The GB smart meter rollout has reached approximately 70% national penetration and is aiming to reach close to 100% by the end of 2030. The successful candidate will build on this strong foundation, leading an organisation with a powerful culture of high performance and creativity, that has won multiple awards as a top place to work, most recently as a Sunday Times Best Place to Work 2024.

# The role

**Job title:** Chief Executive Officer

**Job location:** London, SE1 (hybrid working, minimum 2 days per week in the office)

**Deadline:** Noon, Friday 13 March 2026

## Job remit

1. Set direction and strategy within the defined public remit of Smart Energy GB and take ultimate responsibility for delivery against the annual goals set by the Smart Energy GB Board.
2. Motivate, manage and lead the team at Smart Energy GB, especially the Senior Leadership Team (SLT), to deliver the organisation's remit and goals.
3. Sit as the sole Executive Director on the Board and represent the organisation to the Board in an open, transparent and accountable way.
4. Foster a strong and productive working relationship between Smart Energy GB's Board and senior stakeholders in government, the regulator, energy suppliers, Parliament and the third sector – representing the organisation at the variety of stakeholder forums that surround the rollout.
5. Set a strong personal example of the values and standards of the organisation – being performance driven, evidence-based, people-focussed, collaborative, inclusive and agile – both internally and externally.
6. Be a thought leader in the space of net zero consumer engagement.

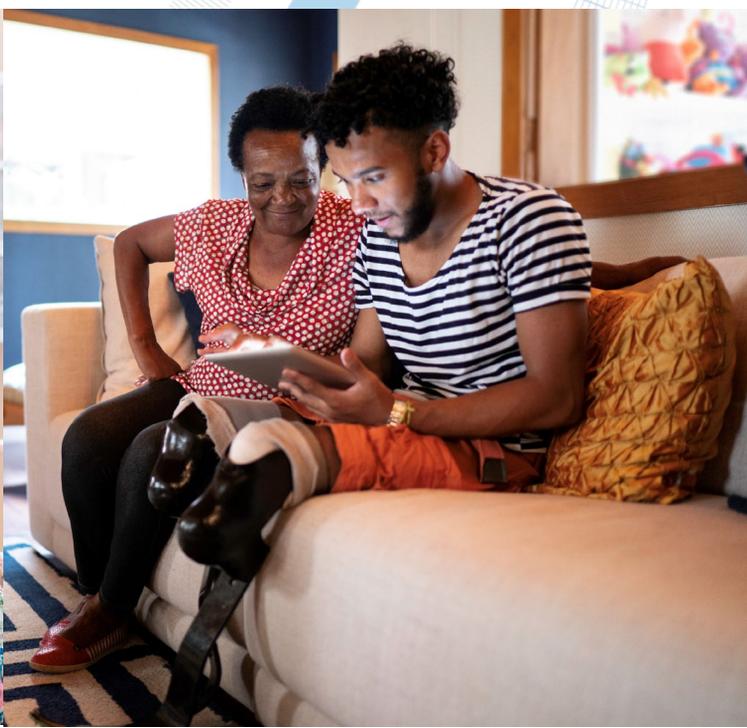


# The key tasks / responsibilities

- Lead the SLT in agreeing Smart Energy GB's annual goals (known as the Performance Management Framework, or PMF), business plan and budget with the Board.
- Lead the Smart Energy GB team to deliver against that plan – ensuring high performance and value for money delivery.
- Ensure thorough, transparent and timely reporting on performance against the organisation's PMF, to the Board and wider government and industry stakeholders.
- Work closely with the Chair of Smart Energy GB to enable the Board to fulfil its governance role of oversight and accountability: agreeing Board meeting agendas, ensuring that the Board receives high quality, accurate and timely information and helping to facilitate productive support and challenge from the Board.
- Ultimate responsibility for the Smart Energy GB P&L and ensuring the organisation is run with appropriate financial discipline.
- Ensure that Smart Energy GB has the optimum staffing structure, people, policies and positive working culture and environment to deliver the organisation's goals.
- Maintain, grow and nurture Smart Energy GB as a great place to work, including a strong people-focussed approach and emphasis on EDI.
- Line manager responsibility for the Director of Marketing, the Director of Operations, the Director of Communications and the Director of Corporate Affairs.
- Overall responsibility, working with the SLT, for ensuring best in class external agencies (creative, media, PR and research agencies) are in place to support the delivery of Smart Energy GB's activities.
- Responsible for senior level stakeholder liaison and relationships with Government, Ofgem, the three Parliaments of GB and the third sector, including consumer groups and charities.
- Acting as the key external face of the organisation, speaking at conferences, industry and other gatherings, as well as engaging with the media, as necessary.

# The skills, experience and competencies

- A strategic leader who will provide positive and inspirational leadership to the Smart Energy GB team.
- Leadership experience at the most senior levels in marketing and communications, in any relevant sector or organisation.
- Experience of engaging with a diverse range of consumer and non-domestic audiences, including consumers in vulnerable circumstances.
- Demonstrates probity in line with Smart Energy GB's values and position as an organisation with public service goals.
- Appreciation of the diversity of the people and communities of Great Britain and a passion to embrace this diversity in the delivery of Smart Energy GB's marketing and communications activities, as well as representation within the staff team.
- Personal credibility and excellent communication skills with Government, industry, the media and relevant external stakeholders such as Parliamentary select committees, charities, think tanks and trade associations.
- The ability to be a highly effective influencer and relationship builder to both internal and external audiences.
- An aptitude for public service or purpose-driven work, coupled with skills and experience that demonstrate strong commercial and financial discipline.



# Equity, diversity and inclusion

Smart Energy GB is an equal opportunity employer, and we value equity, diversity and inclusion in the workplace. 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 and disability as the key areas we would like to focus our recruitment efforts in.

If you use assistive technology (such as a screen reader) and need a version of this document in a more accessible format, please email

Ellie.Dugdale@saxbam.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.

## 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.

### 1. Positive action

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.

Where there are candidates of equal merit at the long and shortlisting stages, and where the candidates have consented to the use of the information they have provided on these characteristics in the diversity

questionnaire, Smart Energy GB may take these characteristics into account, in order to ensure a diverse and representative field.

### 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 longlisting and 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.

## The benefits

The Smart Energy GB team goes above and beyond, helps one another out and contributes to the achievement of our ambitious goals. We think its 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
- 5 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

## How to apply

**Saxton Bampfylde Ltd is acting as an employment agency advisor to Smart Energy GB on this appointment.**

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **QBYDA**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the equality and diversity monitoring\* form.

The closing date for applications is noon on **Friday 13 March 2026**.

\*The equality and diversity monitoring form will not be used in assessing your application but will be shared with the Smart Energy GB's People team. Please complete as part of the application process.



### Disability Confident scheme

Smart Energy GB believes that equality of opportunity and diversity is important in the work that we do and we are strongly committed to being an inclusive employer. Our values of being fair and independent supports this commitment. We are a signatory to the Government's Disability Confident scheme, which means that we guarantee an interview to any disabled candidates entering under the scheme, should they meet the minimum criteria for a role.

### GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply. Please do not include any Sensitive Personal Data within your CV and covering letter, remembering also not to include contact details for referees without their prior agreement.

