Energy Saving Trust
www.energysavingtrust.org.uk

GROUP HEAD OF DIGITAL

PREPARED AND PRESENTED BY
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ABOUT ENERGY SAVING TRUST

Energy Saving Trust is an independent organisation that promotes energy efficiency, low carbon transport and sustainable energy use to address the climate emergency. A trusted, independent voice, they have over 30 years’ sector experience. Through leadership and expertise, they deliver the benefits of achieving carbon reduction targets: warmer homes, cleaner air, healthier populations, a resilient economy and a stable climate.

Their work addresses the challenge of reaching net zero carbon emissions by 2050 by taking action to reduce our energy consumption, install new infrastructure and accelerate a move to sustainable, low carbon lifestyles. They empower householders to make better choices around home energy efficiency, low carbon transport and renewable energy generation.

They deliver transformative programmes on behalf of the UK, Scottish, Welsh and Northern Irish governments to support the transition to a low carbon society. They work with local authorities, providing support and advice to help them tailor their responses to the climate emergency.

Energy Saving Trust also support businesses and community groups across the UK and internationally with strategy, research and assurance. This has included advising large corporates on electric vehicles as well as helping developing countries with renewable technology such as solar powered fridges and water pumps.

The scope and reach of their work continues to grow, working towards a smart, decarbonised, decentralised energy system and a rapid switch to low carbon transport. Their in-house experts bring together the latest information on the characteristics of our buildings and transport system, and on the potential for different carbon saving products and services.

This forms the foundations of their advice for businesses, governments and individuals on energy efficiency, renewable energy and low carbon transport.
2023 IMPACT IN NUMBERS

- Over 75,000 people received tailored advice through their digital tools, including the Energy Efficiency Tool and the Energy Advice Tool
- £122m in loans was handed out to householders and businesses to improve energy efficiency, install renewables or switch to sustainable transport
- 139,000 households helped with energy saving advice
- Helped people save £217m on their energy bills whilst saving 787,000tCO₂e carbon through their advice in Scotland
- 5,000 households in Scotland installed and funded with energy efficiency improvements through their joint venture Warmworks
- £6.2m of funds distributed in fuel vouchers to 90,000 households in vulnerable situations through the Ofgem Energy Redress Scheme
- You can read more about their impact in their recent impact report: https://energysavingtrust.org.uk/impact-report-2022-23/

DIVERSITY AND INCLUSION

To address the urgent challenges posed by the climate emergency, they need a diversity of people, experiences and ideas.

Find out more about their commitment to diversity and inclusion here: Diversity and inclusion - Energy Saving Trust
ENERGY SAVING TRUST BENEFITS

• **Bonus**

A percentage bonus may be paid annually linked to any surpluses left at the end of the year

**Holiday entitlement**

25 days annual leave plus bank holidays, with service linked increases as well as three goodwill days over the Christmas period

**Additional Benefits**

• Outstanding pension scheme including employer contributions of up to 9%, 11% or 13% (age-linked)
• Life assurance of 4x salary
• Staff wellbeing allowance of up to £25 per month / £300 per year
• Cycle to work scheme
• A peer-led, values-based employee recognition scheme
• Professional subscriptions
• Private medical insurance, enhanced company sick pay and family friendly pay
• Eyecare vouchers
• Season ticket loan (interest-free).

At Energy Saving Trust, they value the health and wellbeing of all their employees. To help you achieve a healthy work / life balance, you’ll be able to access a 24/7 employee assistance helpline via their Employee Assistance Programme, provided by Health Assured, as well as their My Healthy Advantage app.
BACKGROUND OF ROLE

ABOUT

Energy Saving Trust is a leading and respected driver of change in carbon reduction with over 30 years of experience. This year, they have reached over 12 million consumers and helped 75 organisations to reduce carbon emissions.

They have been reappointed to run major energy efficiency programmes such as Warmer Homes Scotland and the UK government’s local electric vehicle infrastructure (LEVI) fund.

The organisation has significantly grown in the last five years with increases in turnover, profit and headcount, currently employing 500 people.

To extend their impact and reach, Energy Saving Trust would now like to embark on a digital transformation. This is a top three strategic priority agreed by their board. Therefore, they have created a new role, Group Head of Digital, to develop, lead and implement a strategy for digital transformation.

Initially, you will evaluate the current organisation from a digital perspective and then create and implement your plan to improve efficiency internally as well as increase their reach and expand their digital offering, using a data led and customer centric approach.

You will have access to up to 30 people to support the delivery of your strategy and help you on specific projects. Over time, you will build a dedicated function with permanent resource to further the business mission.

This role will require someone to hit the ground running and build cross functional relationships, gaining buy-in through influence. As part of the senior management team, you will be supported in the implementation of your strategy and in turn, will be expected to make a strategic contribution during monthly senior management meetings.

This is a fantastic opportunity to play a key role in the growth of Energy Saving Trust. You will have the opportunity to shape and lead your own strategy for a purpose led organisation and support carbon reduction.
SLT STRUCTURE
THE JOB SPEC

JOB TITLE: Group Head of Digital

TEAM: CEO Office / Member of the senior leadership team

REPORTING TO: Chief Operating Officer

LOCATION: Flexible working (There will be a requirement with this role to attend the London and Edinburgh offices)

JOB PURPOSE:

Digital transformation is a strategic objective and strategic priority for Energy Saving Trust to ensure our work has high impact, is seen by the audiences we need to reach and enhances our business proposition to our customers. The digital transformation will be customer-centric and data-led.

The role will report to the COO and have overall accountability and responsibility to develop and lead a strategy for digital transformation to:

• Maximise the efficiency of our internal processes.
• Increase our reach and expand our digital offer to our clients including creating digital products and services to initiate and support consumer behaviour change to reduce energy use and therefore carbon, drawing on the most current technology and innovation in all we do.

The postholder will play a key part in supporting colleagues to embrace the potential and opportunities of digital, data and technology in their working practices.
KEY RESPONSIBILITIES:

Working with appropriate colleagues in the senior leadership team, develop and lead a digital strategy for all our services and business propositions, drawing on the latest technology and innovation as appropriate. This strategy will be used to cover all the following business areas:

- Consumer advice and programmes
- Bespoke web application and tool development
  - Customer relationship management
  - Website development
  - Corporate functions and processes
- Expanding and developing our digital offers, services and products in line with the digital strategy to:
  - Ensure all our digital offerings are tightly customer-focused
  - Achieve the maximum possible reach for our messages
  - Provide a simple, comprehensive and effective digital customer journey to our advice information and support services.
- Maximise carbon savings by those using our digital services as a result of their engagement with us.
- Consult, collaborate and co-ordinate with leaders across the business to drive and implement the digital strategy, encouraging and supporting colleagues to embrace the potential and opportunities of digital, data and technology in their working practices
- Function as a key player within the senior leadership team, representing the digital view in pursuing new business opportunities
- Manage digital resources to deliver the digital strategy and drive growth of the business.
- Evolve and develop our digital capacity and capability in line with business needs
- Maximise the use of data to enhance existing or create new products and services.
KNOWLEDGE, SKILLS, AND QUALIFICATIONS:

- Experience of leading digital change programmes to support broad improvement in a complex organisation.
- Demonstrable and extensive project/programme management experience
- Expertise in using digital innovation to further business mission.
- Leadership and management of matrix teams with the ability to drive change.
- Thorough and up-to-date awareness of digital trends and products and their application in a business environment
- Technical knowledge will be supported by good all-round communication and relationship skills, that enable effective collaboration, influencing and advising at a senior level within the business and with stakeholders and clients. Ability to distil complex ideas for non-technical audiences
- Collaborative team player, open minded
- Strong critical-thinking and problem-solving skills
- Strong commercial experience
- Comfortable navigating ambiguity and leading development of plans and strategies to respond to needs.
- A willingness to learn about, engage with and support our efforts to become a more diverse, inclusive and equitable organisation
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PRIVACY & CONFIDENTIALITY

Harrison Bridge respects the privacy and confidentiality of our candidates. Both during, and after our search assignment.

Your information is handled in accordance with our privacy policy. But the most important points can be read to the right.

- We will not disclose your provided information to clients without prior knowledge and consent.
- We will not reveal or take actions that risk the revelation of your interest in the role.
- At any time, you can request we delete the information we hold on you.

HOW TO GET IN TOUCH

This role is being managed by Lee De Souza.

If you would like to contact her, you can do so via these options

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E – lee.desouza@harrisonbridge.com
L - https://www.linkedin.com/in/leedesouza/