



ENERGYQUOTE JHA

Job Title: Communications Executive

Reporting to: Head of Marketing

Staff responsible for: Customer Relations Consultant Team Leader

Background Information on the company:

Energy Management Brokers, trading as ENERGYQUOTE JHA, is an independent and privately owned pan-European energy consultancy who has been delivering bespoke solutions to Customers since 1973. Pioneers in product development and technological solutions we were the first company to launch a UK e-sourcing energy platform and services across Europe.

We have built long term relationships with many Euro 500 and FTSE 250 customers, both in strategic consultancy and the delivery of energy procurement. Its wider services include a web based e-sourcing system for power and gas, full bureau services with data monitoring and financial management capabilities, market pricing and analysis, market intelligence publications, workshops, seminars, risk management, Carbon and Sustainability and energy and water audit services.

ENERGYQUOTE JHA have offices in London (UK), Horsham (UK), Milan (Italy), Liege (Belgium), Brussels (Belgium) and Iasi (Romania).

ENERGYQUOTE JHA is a dynamic and energetic company. It thrives on the ability of its employees to demonstrate leadership, solid commercial judgement and a desire to drive the company forward providing solutions with a "can-do" attitude.

The department and the Purpose of the Job:

Work with the Head of Marketing to implement ENERGYQUOTE JHA's Marketing Plan in order to consolidate ENERGYQUOTE JHA's position as the first choice for professional Energy Buyers in the UK and Europe.

Duties & Responsibilities:

The primary duties and responsibilities of the role are as follows:

1. Sales Support

- To generate warm leads for the sales team to pursue through direct marketing campaigns, exhibitions and seminars and other appropriate marketing activities.
- To write and produce relevant Sales collateral material and case studies.
- To update collateral where required and allocating a universal voice and tone to all material that is sent by ENERGYQUOTE JHA.

2. Relationship Management support

- To improve customer retention by thoroughly researching customers' needs, and devising product and marketing solutions to meet those needs.
- Create new collateral that will improve the relationship that clients have from the moment they sign up with ENERGYQUOTE JHA. Look at each touch point and set up a communication calendar.

3. Research

- To undertake regular client research (including contacting clients who have recently terminated with us), prospect and competitor research and identify how sales activities and customer retention can be improved as a result.



ENERGYQUOTE JHA

4. Campaigns & Advertising

- To produce at least one direct mail/email campaign per month to address buyers' needs and current issues within the industry, and to maintain records on response rates.
- To work with the Marketing Assistant to ensure that there is sufficient data for campaigns and that it is validated.

5. Trade shows/seminars

- To research and co-ordinate ENERGYQUOTE JHA's attendance at trade shows and exhibitions, and to develop a plan to host our own series of seminars.
- To produce with colleagues the agenda and invite and manage delegate packs and registration. Where necessary attend event and ensure that it runs smoothly.

6. PR

- To liaise with PR consultant and work with ENERGYQUOTE JHA staff who have the knowledge and information required to produce articles.
- To write press releases and articles to send to the PR consultant for distribution to target publications.
- To write client case studies that can be used in the PR and sales cycle.

7. External and Internal Website

- To ensure content for the website is updated on a regular basis by liaising with the freelance web developer and internal IT staff.
- To monitor and track external web registrations, e-bulletin subscriptions and Market intelligence trials.
- To monitor our search engine performance.

8. Weekly Reporting and Quarterly Objectives

- Maintain a weekly report that demonstrates your performance against the IMS and associated key performance indicators, plus complete all quarterly objectives. You will meet with the Managing Director once a week to review progress.

Person Specification: The essential attributes for this role are:

The candidate should have strong proposition development ability and should be able to easily identify product/service unique selling positions. Strong communication and writing skills are essential.

Should be able to launch products/services by targeting and segmenting the market. Establishing and implementing the marketing activities required to deliver launch successfully.

Show that they have delivered marketing projects which have required team leadership and people management skills.

Show strategic thinking and be able to develop the company brand through effective marketing activities, whilst ensuring all budgets are maintained.

- Qualifications/experience: -
 - Proven experience in Business-to-Business marketing, preferably within an energy-related or financial services environment.



ENERGYQUOTE JHA

- A Marketing or Business-related degree and/or CIM (Chartered Institute of Marketing) Diploma or working towards.
- A good working knowledge of Microsoft Word, Excel, Explorer, e-mail & PowerPoint. Desktop publishing skills an advantage – Indesign and Quark.
- Language skills an advantage.

- Personal Skills: -
 - A self-starter.
 - Excellent written communication skills.
 - Attention to detail and a creative flair.
 - Able to work effectively both autonomously and with other key members of the business.
 - Well organised and a strong co-ordinator.
 - Able to execute plans within time and budget constraints.

- Circumstances: -
 - Ideally live within 60 minutes of the office.
 - Prepared to work the necessary hours to meet deadlines.

CV's

Please send all CV's by email to job.application@energyquote.com