

Job Ad

Marketing Manager – Utilisation (B2C)



Be.EV Overview

We are a public electric vehicle (EV) charging provider, with a vision to create a fair, futureproof infrastructure legacy that will sustainably accelerate the UK's EV revolution across the country.

We operate a national network of over 600 charging bays with an additional 1,000+ in the current pipeline. We are backed by £110million from Octopus Energy Generation, one of Europe's largest renewable energy investors, and are powered by 100% deep green energy.

We pride ourselves on putting the right chargers in the right places (leveraging state-of-the-art tech to assist with site selection), and in the success of our modular Charging Hub and Charging Green offerings. But most importantly we make sure the chargers work - our network currently has a 99.6% uptime/ availability record.

We have a uniquely community-led and customer-first approach to creating and managing high-usage, design-led and fully funded-EV charging solutions that add value to your organisation or site. Extra revenue, additional footfall, and competitor differentiation to name but a few! Not only do we design, fund, build and operate our site partners' charging solutions, but we provide ongoing maintenance and support to evolve and futureproof the solution over time.

Our employee-owned business is built on commitment, trust and brilliant customer service. We love working with local people and are passionate about making a positive contribution to the communities we serve.

The Role

As a key player in our marketing team, the Marketing Manager will be at the heart of our efforts to transform the EV charging landscape. This role is designed for a visionary marketer who blends creativity with strategic insight to elevate the charging experience through the lens of marketing, driving not only awareness and discoverability but also significant utilisation of our network. You'll be pivotal in crafting and implementing comprehensive marketing initiatives that resonate deeply with EV drivers, guiding them through a journey from initial awareness to becoming engaged, loyal users and advocates within the Be.EV community.

Your mission will be to create seamless, memorable interactions with our brand at every touchpoint, leveraging a mix of traditional and digital marketing strategies to foster a strong connection between EV drivers and our network. With a focus on enriching the user experience and nurturing a vibrant community, you'll employ innovative tactics and compelling storytelling to highlight the convenience, reliability, and benefits of our charging solutions. This role is perfect for a dynamic individual with a knack for consumer psychology, a passion for sustainable technology, and a track record of driving growth and engagement in a consumer-focused environment.

Through targeted campaigns, engaging content, and personalised communication strategies, you will not only increase the footprint of our charging network but also build and nurture a loyal user base committed to the Be.EV ecosystem. This is a unique opportunity to shape the future of electric vehicle charging, making it more accessible and enjoyable for everyone. If you're ready to lead the charge in revolutionising how people power their EVs and want to be a part of a team that values innovation, customer satisfaction, and sustainability, we want to hear from you.

Key Responsibilities

Strategic planning:

- Strategic Marketing Planning: Lead the development of a comprehensive marketing strategy that aligns with the company's long-term goals, focusing on increasing utilization of the charging network and growing the Be.EV community.

Persona

- Work with our identified and defined customer personas for EV drivers to create tailored marketing initiatives that resonate with these personas, driving greater utilisation of our charging network.

Community Building:

- Working with our Community and Marketing Executive, leverage social media, mobile apps, and other digital platforms to build and nurture a community of EV drivers. Engage with community members through regular updates, incentives, and interactive content.

Membership Engagement & Conversion:

- **Membership Conversion:** Design and execute targeted marketing campaigns that clearly communicate the advantages of Be.EV membership, utilising a mix of digital and traditional channels to reach potential members at various stages of the customer journey.
- **Value Proposition Articulation:** Highlight the tangible benefits of membership, such as exclusive discounts, priority access to new charging points, and personalised charging solutions, ensuring these perks are front and center in all communications.
- **Loyalty & Retention Programs:** Develop and manage innovative loyalty programs that reward members for their continued use and advocacy of the Be.EV network, fostering a sense of belonging and community.
- **Enhanced Charging Experience:** Leverage feedback and data analytics to continuously improve the charging experience for members, incorporating features and services that address the evolving needs of EV drivers.
- **Member Engagement:** Implement engagement strategies that maintain a high level of interaction with the existing member base, including regular updates, member-exclusive events, and feedback sessions to ensure members feel valued and heard.
- **Roaming Integration:** Strategically communicate the benefits and logistics of roaming capabilities to members, ensuring a smooth transition and maintaining trust and satisfaction with the Be.EV network.

Marketing Collateral:

- Create compelling, persona-specific marketing collateral (digital ads, newsletters, app notifications) that speaks directly to the needs and interests of EV drivers.

Partnership Campaigns:

- **Strategic Partnership Development:** Identify, develop, and nurture partnerships with key stakeholders across the EV ecosystem, including site partners, influential brands, and roaming networks, to create synergistic marketing opportunities.
- **Campaign Design and Execution:** Collaboratively design innovative marketing campaigns with partners, tailored to highlight the unique benefits of our charging network and drive customer engagement and utilisation.
- **Cross-Promotional Strategies:** Leverage the strengths and audiences of each partner to implement cross-promotional activities that mutually benefit all parties, expanding the reach to new and diverse customer segments.
- **Brand Alignment and Co-Branding:** Ensure that all partnership campaigns align with our brand values and messaging, co-creating content that resonates with our combined audiences and strengthens brand perceptions.
- **Utilisation and Awareness Metrics:** Monitor and analyse the effectiveness of partnership campaigns in increasing charging station utilisation and overall brand awareness, adjusting strategies as needed for optimal performance.
- **Innovative Collaboration:** Explore and execute novel collaborative initiatives that position our network as a leader in the EV charging space, enhancing the charging experience for users and solidifying the loyalty of our customer base.

Analytics and Feedback:

- Utilise analytics to track the effectiveness of marketing strategies and gather feedback from EV drivers to continuously refine and improve engagement efforts.

Innovation and Trends:

- Stay abreast of the latest trends in consumer marketing, EV technology, and community engagement to ensure our marketing efforts are fresh, relevant, and effective.

Requirements:

- Creative thinker with a customer-centric approach and a passion for sustainability and technology.
- Experience in building and managing online communities, preferably within a mobile app environment.

- Minimum of 5 years of experience in B2C marketing, with a strong preference for experience in the EV, utilities, or technology sectors.
- Demonstrated success in developing and executing marketing campaigns tailored to consumer personas.
- Strong analytical skills to measure campaign effectiveness and adapt strategies accordingly.
- Excellent communication skills, both written and verbal, with the ability to engage and inspire a diverse community.