

Vacancy – Act on CO₂ Stakeholder Relations Manager

Summary

The Low Carbon Vehicle Partnership (LowCVP), with the Department for Transport (DfT), is looking to appoint a Stakeholder Relations Manager to support the Act on CO₂ campaign. The role is to develop and implement practical initiatives by companies and other stakeholders to encourage the purchase of low carbon vehicles and promote eco-driving. The position is initially offered through 12 month consultancy contract on a full or part-time (minimum half-time) basis ideally to commence in September/October. The position is based within the LowCVP Secretariat in Westminster, but will work closely with the DfT officials responsible for the programme. Remote working will be possible for some of the time.

The Low Carbon Vehicle Partnership (LowCVP)

The Low Carbon Vehicle Partnership (LowCVP) is a multi-stakeholder organisation with over 280 members, working to accelerate a sustainable shift to low carbon vehicles and fuels in the UK and thereby stimulate opportunities for UK businesses. The members include many leading vehicle manufacturers, fuel suppliers, major fleet operators, environmental and consumer groups, academics and government departments. Its activities are managed by a small Secretariat based in Central London.

The Partnership has undertaken a range of work to encourage the shift to low carbon vehicles and fuels including:

1. Development, implementation, roll-out and monitoring the uptake and effectiveness of a voluntary car labelling scheme
2. Research into car buying behaviour and why fuel economy is not more highly valued by car buyers
3. The “Cars not Carbon” marketing challenge – stimulating innovative ways to advertise low carbon vehicles and fuels.

The Partnership, works closely with, and receives much of its funding from the Department for Transport.

The ACT ON CO₂ campaign

Under the ACT ON CO₂ brand, the Government is seeking to address a broad scope of behaviours across a variety of people. Given the complexity of the communication challenges that lie ahead, a strong, cohesive foundation needs to be established. A well crafted cross government campaign will provide a consistent framework for all ACT ON CO₂ communication going forward and create a powerful reason to believe and act - the LowCVP stakeholder relations manager for the DfT strands of the campaign will have an important role to play in driving this forward.

In year one, the campaign sought to raise awareness of the issues, but moving forward, the campaign aims to convert this awareness into action. The consumer-facing strands of the DfT campaign focus on new car purchasing, smarter driving and later this year will also promote car sharing. The fully integrated campaign has included television, on-line and radio advertising, together with advertising in the national and motoring press, outdoor billboards and online activity (further details can be found at www.dft.gov.uk/ActOnCO2/). In addition, PR and partnership marketing activity have contributed to the success of the campaign which won the Greenfleet 2007 Green Marketing Campaign of the Year award; and Best Government website in 2008.

The role

The post is to work within the LowCVP Secretariat Secretariat to support the delivery work of the wider DfT team comprising policy and marketing officials and consultants delivering the ACT ON CO₂ campaign. The role is specifically to work with *stakeholders* to ACT ON CO₂ to:

- Manage the development and implementation of industry-led initiatives that support the objectives of ACT ON CO₂
- Assist with the delivery of the transport elements of the Energy Services Directive by engaging with transport fuel suppliers
- Provide resource to build and maintain a high level of awareness amongst stakeholders about ACT ON CO₂ and with the purpose of:
 - Contributing to the development of the Partnership Marketing strategy
 - Reducing campaign decay by providing a channel through which new campaign developments can be communicated
 - Encouraging participation in stakeholder-led initiatives
- Manage LowCVP projects that encouraging the purchase of low carbon vehicles, fuels and eco-driving.

The activities will focus on working with *groups of companies* whilst Iris, an agency retained by the DfT, will work with *individual companies* establishing Brand Partnerships. Part of the role will however involve stimulating leads for new partnerships from generic stakeholder communications about the campaign.

The key stakeholders for the DfT strand of ACT ON CO₂ are organisations that can assist with dissemination of the Act ON CO₂ messages and/or take practical initiatives to support the campaign. Key stakeholders include:

1. Car manufacturers and major dealers
2. Major vehicle repair and maintenance companies
3. Transport fuel retailers
4. Motoring organisations
5. Consumer organisations
6. Insurance companies.

The detailed work programme is expected to evolve throughout the year but is expected to initially include:

- Development and roll-out of industry led initiatives intended to:
 - Extend the new car purchasing campaign to the nearly new vehicle market
 - Increase the promotion of Smarter Driving tips and advice by third parties through: car dealers, garages, vehicle maintenance and repair shops and via motoring organisations
 - Increase the promotion of car buying tips and advice by: car dealers and motoring organisations
 - Stimulate provision of smarter-driving training as part of new car purchases
 - Improve the provision of advice and facilities for correct tyre inflation
 - Amend the information available within the current voluntary new car label to accommodate changes to VED and other developments
- Dissemination of campaign information and developments to key stakeholder groups through briefings at meetings of stakeholder groups, preparation of electronic bulletins etc.

Desired skills

The successful candidate is expected to have:

- Experience in, or a working knowledge of, the motor or fuels industries
- An understanding of low carbon vehicles and or eco-driving
- A background involving working with diverse stakeholders and / or marketing
- Integrated marketing experience (this should not be confused with sales experience)
- Good project management skills
- Be able to work independently and manage and organise their workload under competing priorities
- Strong interpersonal skills with an ability to effectively negotiate, facilitate and motivate stakeholders with different needs and objectives
- Good writing and presentational skills
- Be innovative in their ideas and problem solving and flexible in their approach to work.

Working arrangements

The role will report to the LowCVP Director but with objectives established and progress and performance monitored jointly with the DfT's Deputy Head of Marketing. While the Stakeholder Manager will be expected to work independently and have a large degree of autonomy with high level supervision only; the ACT ON CO₂ campaign has a very collaborative approach in terms of delivery and the successful candidate will be expected to liaise closely with the campaign managers and the communication agencies who deliver the above the line, PR and Partnership Marketing activity.

Candidates will be expected to undertake and manage their own work, working closely with colleagues to ensure that activities are integrated with related work streams in other parts of the Partnership. The Secretariat has limited shared administrative support.

The position is being offered initially as a 12 month-consultancy contract. Either a full or part-time role will be considered with a minimum commitment of half-time. LowCVP would also welcome applications from companies interested in providing a named candidate on a paid secondment basis.

The post is based in the LowCVP Central London office in Victoria. Flexible working arrangements will be considered for the right candidate including: job-share and remote working for part of the week.

Applications

Applicants should respond to Greg Archer (greg.archer@lowcvp.org.uk) with a CV and covering letter which outlines how your experience fulfils the desired skills (detailed above). This should contain details of preferred working arrangements and fee expectations. Expenses incurred in providing the services can be recovered at cost. Applications should also indicate whether the candidate is available on the proposed interview date and their availability to start work. Prospective candidates that wish to enquire further about the post should contact Greg Archer on 020 3178 7862.

Applications should be sent by 0900 on the 26th August by email. Short listed candidates will be informed on the 27th August for interviews on the 29th August. It is hoped the successful candidate will be able to commence work in September/October.