

inspiring the future

Do you want to have an impact on the lives of young people in the UK?

Could you persuade employers from all sectors and sizes, across the UK, to volunteer in schools?

**Account / Business Development Manager – duration: 6 months fixed term contract
£30k – 35k per annum depending on experience, plus Performance Related Bonus**

The aim is very simple of Inspiring the Future - to get employees to volunteer to spend at least an hour per year visiting a school and talking to young people about their job - typically by attending a careers fair with other volunteers. The aspiration is to get 100,000 volunteers which equates to 30-40 people (covering a range of jobs/backgrounds) for each of our circa 3,000 state secondary schools.

Background:

On the 2nd July last year the charity the Education and Employers Taskforce launched *Inspiring the Future*.

To mark the launch scores of leading employers took part in a careers networking event at a school in Tower Hamlets. Speakers included: Deputy Prime Minister Nick Clegg; Sir Roger Carr, President of the CBI and Chairman of Centrica; Brian Lightman, General Secretary of the Association of School and College Leaders and actor Joanna Lumley. The school pupils had the chance to talk to around 100 different leading employers face-to-face. The launch received extensive media coverage including ITV news and the BBC – see www.educationandemployers.org

The launch has resulted in very strong demand from schools - over 1,880 schools have already signed up. Employer interest is also strong and registrations are progressing well, but not at the pace desired. We currently have thousands of volunteers – we would like to increase this towards 50,000 within the next 12 months. What is needed is an experienced account manager who can make direct contact with employers of all sectors and sizes to encourage them to register for their staff to volunteer in their local secondary schools and colleges. The person will both work to move employers which have already signalled interest into active participation within *Inspiring the Future* and use Taskforce networks to expand the range of employers interested and engaged.

Job overview:

The role will include communication at all levels, including extensive telephone work, one-to-one presentations and speaking to larger groups. A successful person will need to be a strong and persuasive public speaker, able to work effectively with senior staff (CEO, HR or CSR Director level) as well as with more junior staff. The job is a fantastic opportunity to have an immediate and measurable impact on a programme of national profile, rapidly developing extensive contacts across the world of employment.

Ideally, the candidate will also help with a strategic review of marketing approaches and materials aimed at employers and employee volunteers. The ideal candidate will be someone able to absorb key information quickly, work well with a small team in a dynamic working environment and bring both strong strategic vision and practical insight into marketing and PR strategies. There is every prospect of *Inspiring the Future* becoming one of the innovation success stories of British education, and this an excellent opportunity to become associated with that success.



Job Title:	Account / Business Development Manager – Inspiring the Future
Reports to:	Taskforce Director
Location:	2 nd Floor, 246 High Holborn, London WC1V 1DB
Purpose:	The aim of the job is to promote national employee volunteering initiative <i>Inspiring the Future</i> to (a) employers of all sizes and sectors and (b) state schools and FE colleges.
Remuneration:	£30k - 35k per annum depending on experience (includes London Allowance) plus Performance Related Bonus
Additional Terms:	30 days paid holiday, exclusive of Statutory Holidays pro rata
Appointment Terms:	Full Time temporary appointment of 6 months duration with a possibility of extension to 12 months

Inspiring the Future <http://www.inspiringthefuture.org/> is administered by the charity the Education and Employers Taskforce a small, independent charity based in Holborn. The Taskforce was established in 2009 and is led by senior representatives of the employer/workforce communities (eg, CBI, TUC, CIPD, FSB, BCC), in tight partnership with leading representative bodies from the worlds of education (the teaching unions: NUT, NASUWT, NAHT, ASCL, ATL, AoC), employment and Government.

Inspiring the Future is a completely free employee volunteering in education initiative launched nationally in July 2012. It aims to broaden the employer/education interface with careers guidance, work experience, mentoring, school governorship and other programmes

Job description

The Taskforce now seeks to appoint an energetic hands-on Account / Business Development Manager to build upon considerable initial impetus to drive progress towards these ambitious targets. The primary focus of the job will be to work with senior colleagues to confirm a strategic plan for managed growth prior to effective communication with employers and their representative bodies, explaining the benefits and the 'user journey'. We have excellent contacts with many existing employers and representative bodies, but with others need to be developed from scratch. The Account / Business Development Manager will be based in the Taskforce's Holborn office in London.

Specifically, the Taskforce seeks someone to make direct contact with employers of all sectors and sizes to encourage them to register for their staff to volunteer in their local secondary schools and colleges. The appointee will both work to move employers which have already signalled interest into active participation within *Inspiring the Future* and use Taskforce networks to expand the range of employers interested and engaged.

The role will include communication at all levels, including extensive telephone work, one-to-one presentations and speaking to larger groups. The post holder will need to be a strong and persuasive public speaker, able to work effectively with senior staff (CEO, HR or CSR Director level) as well as with more junior staff. The appointment is an opportunity to have an immediate and measurable impact on a programme of national profile, rapidly developing extensive contacts across the world of employment.

Ideally, the appointee will also play a key role in a strategic review of marketing approaches and materials aimed at employers and employee volunteers and strategies to secure optimal exposure from launch events. The Taskforce is a small charity working at a rapid pace to bring about change and the ideal candidate will be able to absorb key information quickly, work well with a small team in a dynamic working environment and bring both strong strategic vision and practical insight into marketing, media and PR strategies. There is every prospect of *Inspiring the Future* becoming one of the innovation success stories of British education, and this an excellent opportunity to become associated with that success.

Key Accountabilities:

Strategic planning

- To work with senior colleagues (the Taskforce Director, Director of Policy and Research, and Communications Manager) to develop an ambitious, but achievable strategic plan for short-term growth,
 - Mapping current and prospective stakeholder engagement in ITF
 - Identifying priority economic sectors and geographic areas
 - Agreeing measurable deliverables for ITF volunteer expansion

- Feeding back insights from ongoing work to ensure the continuing relevancy and currency of the strategic plan
- Reporting progress on a weekly basis to senior colleagues

Stakeholder engagement and relationship management

- With the support of colleagues, reviewing and enhancing promotional materials aimed at employer audiences related to ITF
- With the support of colleagues, rapidly developing effective relationships with key external stakeholders identifying opportunities for effective promotion of ITF
- Liaising directly with a diverse range of employers and their representative bodies, identifying and addressing obstacles to ITF engagement
- Communicating directly with prospective volunteers across the country through a range of opportunities (1-2-1 meetings, local and sectorally focused events etc)
- Maintain a strategic approach to stakeholder engagement, keeping appropriate records through the Salesforce CRM and ensuring effective relationship management

Other

- As appropriate given other time constraints, working with senior colleagues to review marketing approaches and materials aimed at employers
- Identify and participate in an agreed volunteering activity in the field of education to gain a better knowledge of education for 5 days in the year (pro rata)

Person specification

Skills/ Knowledge/ Expertise

Essential

- A successful track record in driving campaigns to influence the behaviour of external stakeholders/customers
- 3+ years experience both over the phone and face-to-face in influencing external stakeholders/customers to change behaviour (this might be in a sales and marketing environment)
- Polished presentation skills, adapting to different audiences and opportunities and including the ability to speak to research findings and create effective Powerpoint presentations
- An articulate and confident communicator who is influential, and effective in presenting including public speaking and in strategic networking
- Experience in successful relationship management – ability to engage confidently and sensitively with stakeholders and partners and at a range of levels of seniority up to and including director level

- Knowledge and first-hand experience of effective use of databases; and preferably a working knowledge of Salesforce
- Knowledge and interest in the education and/or employment areas
- Ability to travel within the UK and occasional overnight stays
- Strong organisational skills: able to demonstrate capability in multiple task management and evidence of success in delivering clear outcomes to agreed timescales, deadlines and budgets
- Good level of education, demonstrating capability in producing written content to a high quality
- A flexible team player

Desirable

- A successful track record in planning effective campaigns to influence the behaviour of external stakeholders/customers
- Specialist knowledge of the education and employment sectors and the policy environment and delivery models which underpin relationships

Personal Attributes

- A “doer” - ability to anticipate requirements and act to provide workable solutions
- Creative and solutions orientated, perceiving processes as the means rather than the end and as an aid to effective delivery
- Influencer - demonstrates personal ‘presence’ and gains the confidence of others through temperament, capability and calibre
- Demonstrates sensitivity and possesses the ability to manage effectively the organisational tensions that necessarily co-exist between stakeholders and partnerships
- Team Player: working collaboratively and flexibly to achieve outcomes

To express interest in the post, please email a covering letter with a copy of your CV to: Nick.Chambers@educationandemployers.org by 15th February 2013

Nick can also be contacted for an informal discussion about the post.