



***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?***

**Business Development Manager –**

Duration: 6 months fixed term contract £28k – £33k per annum depending on experience, plus Performance Related Bonus (with possibility of extension to 12 months)

**The aim of Inspiring the Future is very simple - to get employees to volunteer to spend at least an hour per year visiting a school or college and talking to young people about their job, and the routes they took to get there** - typically by attending a careers fair with other volunteers. The aspiration is to get 50,000 - 100,000 volunteers across the UK, so there is a significant pool for schools and colleges to choose from.

**Background**

On the 2<sup>nd</sup> 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](http://www.educationandemployers.org)

The launch has resulted in very strong demand from schools - over 2,000 schools have already signed up. Employer interest is also strong and registrations are progressing well, but not at the pace desired. We currently have nearly 6,000 volunteers, and we would like to increase this towards 25,000 within the next 12 months, with a significant number able to talk to young people about apprenticeships. Consequently, we are seeking an experienced account manager to make direct contact with employers of all sectors and sizes to help get their staff to volunteer in their local schools and colleges. The person will both work to move employers which have already signalled interest into active participation within *Inspiring the Future* and also seek new employers to engage and persuade.

**Job overview:**

The role will include communication at all levels, including extensive telephone work, one-to-one presentations and speaking to larger groups. The 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 an initiative 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 within 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.



<b>Job Title:</b>	Business Development Manager – Inspiring the Future
<b>Reports to:</b>	Director – Inspiring the Future
<b>Location:</b>	2 <sup>nd</sup> Floor, 246 High Holborn, London WC1V 1DB
<b>Purpose:</b>	The aim of the job is to promote national employee volunteering initiative <i>Inspiring the Future</i> to employers of all sizes and sectors
<b>Remuneration:</b>	£28k - 33k per annum depending on experience (includes London Allowance) plus Performance Related Bonus
<b>Additional Terms:</b>	30 days paid holiday, exclusive of Statutory Holidays pro rata
<b>Appointment Terms:</b>	Full Time temporary appointment of 6 months duration, with a possibility of extension to 12 months

*Inspiring the Future* - [www.inspiringthefuture.org](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 its work is shaped by senior representatives of the employer/workforce communities (e.g. 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), Government and its agencies.

*Inspiring the Future* is a completely free employee volunteering in education initiative launched nationally in July 2012. Ultimately, it aims to broaden the employer/education interface beyond careers insights into areas such as workplace visits, mentoring, school governorship and other activities.

### **Job description**

The Taskforce now seeks to appoint an energetic hands-on Business Development Manager to build upon considerable initial impetus to drive progress towards ambitious targets. The successful candidate will work directly with many different employers to encourage and enable volunteering through Inspiring the Future. We have excellent contacts with many existing employers and representative bodies, but with others these need to be developed from scratch. The Business Development Manager will be based in the Taskforce's Holborn office in London, but regular travel is expected.

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:**

#### **Stakeholder engagement and relationship management**

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

With the support of colleagues, reviewing and enhancing promotional materials aimed at employer audiences related to ITF

## **Strategic planning**

To work with senior colleagues (the Taskforce Director, Director of Policy and Research, and Inspiring the Future - Director) to in continuous review of strategic planning for challenging, but achievable short-term and long-term growth:

- o Mapping current and prospective stakeholder engagement in ITF o Identifying priority economic sectors and geographic areas
- o Agreeing measurable deliverables for ITF volunteer expansion
- o Feeding back insights from ongoing work to ensure the continuing relevancy and currency of the strategic plan
- o Reporting progress on a weekly basis to senior colleagues

## **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
- 2+ 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 as a customer relationship tool
- 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
- A good understanding of youth employment, including the character and operation of Apprenticeships

#### **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: [jobs@educationandemployers.org](mailto:jobs@educationandemployers.org) by 2 pm on 28<sup>th</sup> August 2013.**

It is anticipated that interviews will take place on 4<sup>th</sup> September 2013.