

Do you want to play a key role in a national campaign which aims to bring about a significant culture change - that girls, whatever school they attend, whatever their background, get the chance to meet women doing a wide range of jobs and gain first-hand insights into different jobs and the routes into them.?

Our ambition is to see 15,000 women from a wide range of occupations, from apprentice to CEO, from architect to zoologist going into state schools, over the next year, talking to 250,000 young women.

Inspiring Women – Engagement Manager

Duration: 11 months fixed term contract £30 - 35k per annum (pro-rata) depending on experience, plus Performance Related Bonus (**22.5 hours per week – 0.6 FTE**)

Background

On the 2nd July 2012 the charity the launched ***Inspiring the Future***. To date there has been very strong demand from schools - over 3,600 teachers which represents over 2,300 schools have already signed up.

On 17th October 2013 we launched our '***Inspiring the Future: Inspiring Women***' campaign with a 'career speed networking' event hosted by Miriam González Durántez with 100 girls from 11 state schools talking jobs and careers with 10 high profile successful women. The aim of the campaign is to recruit 15,000 inspirational women from apprentices to CEOs to the Inspiring the Future platform by the end of 2014 – see: www.inspiringthefuture.org/about/inspiring-women-campaign.aspx

Response to the campaign has been very positive with a number of leading employers promoting to their employees and a variety of organisations including a number of universities to groups such as the WI, Girl Guiding and the WEA encouraging their members to sign up.

What is needed is an experienced 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 schools and colleges, with a strong focus on employers women's diversity networks as part of our Inspiring Women Campaign. The person will both work to move employers which have already signalled interest into active participation within *Inspiring the Future* and get new employers and groups with an interest in gender to get involved. In addition they will also work closely with the schools team to help ensure volunteers get approached by schools. The successful candidate will also work with senior managers and colleagues to ensure the wider success of the campaign, with volunteers undertaking events in schools and the campaign capturing the public imagination.

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.



Job Title:	Inspiring Women Engagement Manager
Reports to:	Director – Inspiring the Future and the Campaigns and Communications Manager
Location:	2 nd Floor, 246 High Holborn, London WC1V 1DB
Purpose:	<p>The aim of the job is to promote national employee volunteering initiative</p> <p><i>Inspiring the Future</i> to employers of all sizes and sectors with a focus on employers women's diversity networks.</p>
Remuneration:	£30k - 35k per annum pro-rata (22.5 hours per week – 0.6 FTE - could be full time/term time) depending on experience plus Performance Related Bonus
Additional Terms:	30 days paid holiday, exclusive of Statutory Holidays pro rata
Appointment Terms:	Fixed term appointment ending December 2014 with a 3 month probationary period

Inspiring the Future - 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 (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), 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 initiative.

Job description

The Taskforce now seeks to appoint an energetic hands-on Inspiring Women Engagement 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', with a focus on employers women's diversity networks. We have excellent contacts with many existing employers and representative bodies, but with others need to be developed from scratch. The Inspiring Engagement 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 successful candidate will also work with colleagues to monitor, and ensure, the success of the programme in all its facets. 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 Inspiring the Future – Director, Campaigns 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 through women's diversity leads and other stakeholder

- 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
- 2-3+ years' experience¹² 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

- Experience of successful working in the not-for-profit sector
- Specialist knowledge of the education and employment sectors and the policy environment and delivery models which underpin relationships
- An understanding of the women's diversity landscape within the UK working landscape
- An understanding of Apprenticeships, further and higher education and other youth progression routes out of schooling

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 by 12th January 2013/Interviews likely to take place 28th January 2014. Only candidates selected for interview will be contacted.