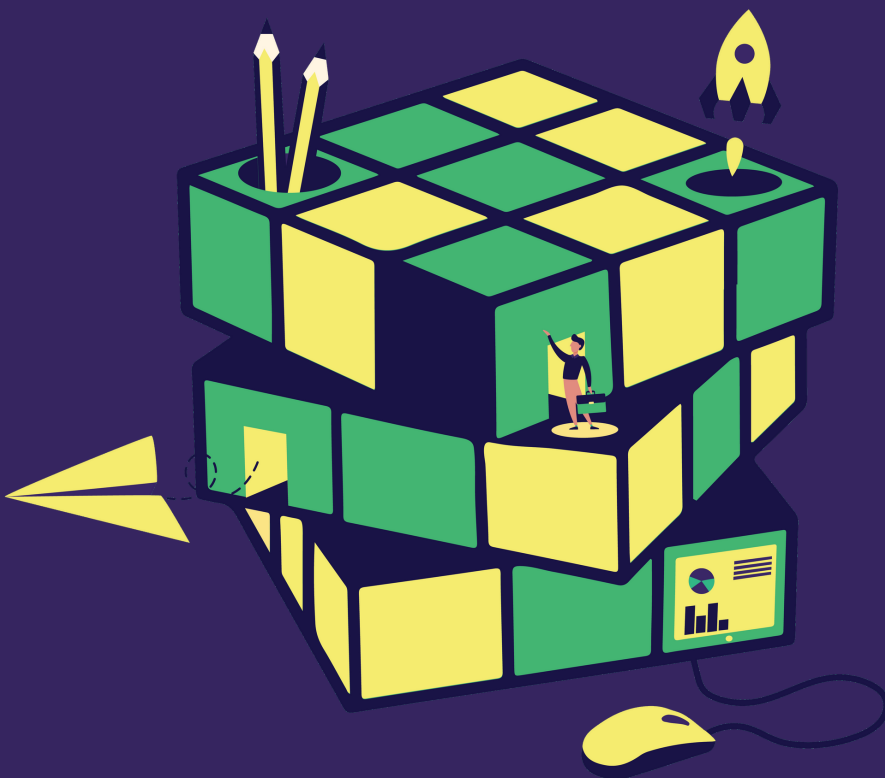


Business Development & Engagement Manager

Candidate
Information Pack
November 2023



tailored.^o
thinking 

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Hello.

I hope you're having a fantastic day.

Thank you for your interest in our Business Development and Engagement Manager role (you've got great taste).

This is an exciting time to be joining Tailored Thinking, and this role will be critical to help us fulfil our ambitions to make an even bigger impact on the world of work.

We are looking for someone with the confidence and experience to help us shape our business development strategy, and take the lead in helping to nurture existing and new relationships with forward thinking people-focused organisations.

This is a (shiny) new role for us, so we've outlined our thoughts about what the post will entail, but ultimately you will shape this and actively craft your job in line with your strengths and experiences.

You'll be joining an energised, supportive, and creative team with a shared passion for making a positive difference in people's working lives.

We practice what we preach when it comes to flexible working and we are genuinely open to suggestions and discussions about how the role is structured in terms of hours and location.

Life is simply too short not to be energised and engaged by the work we do...



Rob Baker (he / him)

Founder and Chief Positive Deviant

About Us



At Tailored Thinking, we strive to be a force for good in the world of work, bringing the latest thinking and practices from the fields of positive psychology and wellbeing science to individuals, teams, and workplaces.

We are a leading consultancy, designing and embedding people-led approaches to HR. We were named UK HR Consultancy of the Year by the CIPD in 2020, and finalists for the Association for Business Psychology's Consultancy of the Year 2023.

Our approach is very collaborative, and our preference is to work in partnership with people and teams to co-design and create ideas and solutions.

We work with organisations who want to empower people to do their best, and genuinely want to enable their people to thrive. We're proud that our clients have been recognised and celebrated as industry leaders when it comes to their HR, talent, wellbeing and organisational development strategies.

HR Most Influential



CIPD
People Management
Awards 2020

WINNER - Consultancy of the year

What we stand for



01

Our Mission

Make work better.
Make better work.

02

Our Values

Accessibility
Curiosity
Collaboration
Generosity
Kindness
Positive Deviance
Sustainability

03

Our Purpose

Being a force for
good in the world
of work.

About the role

The Business Development and Engagement Manager will lead our development and growth activities, and help nurture new and existing relationships with people-focussed organisations.

This is a new role for Tailored Thinking and we have outlined the core aspects of the role using a Job Canvas (see page 7). We have also shared what we think are the types of activities you will be doing when you join (but you'll tell us)...

Upon starting we will have active and ongoing conversations about opportunities for you to develop both yourself and the role.

Core responsibilities will include:

- Shaping and leading on our Business Development, Engagement & Sales Strategy
- Creating, identifying and selling to new and existing businesses in a positive, values-based way
- Researching potential new leads and keeping on top of developments in HR, employee engagement and people science
- Holding presentations and demonstrations for potential clients
- Developing positive relationships with existing and prospective clients
- Writing, shaping and coordinating compelling proposals
- Bringing consistency to our business development approach and monitoring sales pipelines
- Coordinating a calendar of business development events and activities for the year

The role

The Business Development and Engagement Manager will lead our development and growth activities and help nurture new and existing relationships with people-focussed organisations.



JOBCANVAS

Name: It could be you...

Job Title: Business Development & Engagement Manager (for you to shape)

Key Activities



- Shaping and leading on our Business Development, Engagement & Sales Strategy
- Creating, identifying and selling to new and existing businesses in a positive, values-based way
- Researching potential new leads and keeping on top of developments in HR, employee, engagement, people science
- Holding presentations and demonstrations for potential clients
- Developing positive relationships with existing and prospective clients (those who genuinely put people at the heart of their thinking)
- Writing, shaping and coordinating compelling proposals
- Bringing consistency to our business development approach and monitoring sales pipelines
- Coordinating a calendar of business development events and activities for the year
- Gaining insights and feedback from clients and suggesting improvements
- Responding to inbound emails, requests and queries
- Advising on, and managing, marketing investments (e.g. sponsorship, PR, some adverts)
- Contributing to and helping to shape, our marketing plans and social media approach

What are your key tasks and activities?

Key Resources



- Squarespace (Website)
- Asana (CMS)
- Canva (content creation)
- Mailerlite (email marketing)
- Eventbrite (event management)
- ChatGPT (content generation)
- Buffer (social media scheduling)
- LinkedIn, Twitter, Instagram (other platforms tbc)
- Google analytics
- Tailored Thinking branding and style guides and marketing plans

What equipment / resources do you need?

People & Partners



- (wonderful) Tailored Thinking colleagues and associates
- External PR, creative and marketing agencies
- Local associations and networks (e.g. Chamber of Commerce)

What teams or individuals do you rely on to do your job (internal / external) ?

Core Value



- Creating opportunities for Tailored Thinking to positively impact others and sustainably grow as a business
- Connecting organisations, leaders and HR pros with ideas, insights and tools that will make the world of work better
- Making life easier and more efficient by creating and maintaining engagement and business dev processes and systems which support the business
- Collecting and sharing data insights that help us to shape our business development and engagement approach
- Build on our existing marketing and business development plans, making them even better through a combination of your practical knowledge and experience, and enthusiasm to help grow a micro-business
- Positively contributing to, and helping to shape and build, Tailored Thinking as an organisation in pursuit of our mission and purpose
- Enabling Tailored Thinking colleagues and collaborators to thrive by being a supportive colleague

What core value do you deliver to the organisation? Why does your role exist?

Service Standards



- You will be a supportive, (positively) challenging and collaborative team member
- You will be warm, friendly, curious and approachable to our customers, collaborators and external partners
- You will provide regular, engaging and informative content
- You will look for new and innovative ways to deliver content, aligned with the latest business trends

What standards do your customers expect?

Engagement Channels



- Social Media (LinkedIn, Twitter, Instagram)
- Newsletter (Squarespace)
- Website (Squarespace)
- Email & Instant Messaging (Gmail)
- Whatsapp (more urgent updates)

What methods / channels do you use to interact with customers?

Key Customers



- Our (wonderful) clients - people focused organisations of all sizes and from all sectors
- People who access Tailored Thinking tools and resources (e.g. website, newsletter, blogs)
- People who engage with Tailored Thinking on social media
- New organisations curious about how to make the world of work better
- Our collaborators and associates
- Professional bodies and groups - where we can share knowledge and ideas
- People and students (of all ages) who want to learn about the application of positive, work and occupational psychology
- Local community groups and businesses
- The planet (striving to do work in ways that has a small a footprint as possible)

Who are your key clients, customers and stakeholders?

Strengths & Skills

- Confidence to influence and persuade us to try new things and make existing things (even) better
- Ability to get things done with, and through others using a collaborative, curious & friendly approach
- Practical knowledge of building and delivering B2B business development and sales plans and strategies
- Ability to use technology (e.g. CRM) to streamline, build and improve processes
- Events management and planning

What strengths and skills are needed?

- Social media trends awareness
- Refined content and copywriting skills
- Data analytics - with an ability to tell stories and makes decisions through data insights about, and from, our clients
- Work proactively and flexibly within in a micro business (we are time poor but ambition rich)
- An appetite to shape and craft your role in ways that suits you, and our organisational needs
- Commitment to inclusion and making content accessible to all
- Be an independent worker - the trust and autonomy will be high



Key deliverables & KPIs

- Development and delivery of our business development strategy
- The growth of our business connections and sales
- Engagement with our content by others outside of Tailored Thinking
- You will have individual goals against our business development plans for 2023/4
- Feedback (formal and informal) from colleagues and clients
- That you are enjoying your job and having fun

What are your key deliverables? How do you capture value?



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What will you be doing?

Your first 100 days

- Immerse yourself in Tailored Thinking products and services
- Review our systems and approaches, website and social media
- Meet with a number of our clients and shadow existing calls
- Attend Tailored Thinking delivery sessions (e.g. workshops)
- Start to develop a business development & engagement strategy aligned to our values (creating a Tailored Thinking approach to business development)
- Have fun and find ways to shape and craft your job

Each quarter

- Setting business development goals and targets
- Shaping business development & marketing campaigns (ensuring our SoMe aligns with our business development)
- Contributing to business decisions (e.g. pricing strategy)
- Undertaking market analysis

Each month

- Monitoring our progress against targets
- Setting the team tasks to support our business development plans (e.g. making the most of LinkedIn and networks)
- Presenting back to the team on progress and identifying opportunities for improvement
- Drafting some content in collaboration with the People Science team for website / SoME
- Connecting with Tailored Thinking's SoME lead / agency

Each week

- Responding to inbound emails to Tailored Thinking
- Updating CRM (or ensuring CRM is updated)
- Taking the lead in creating and sending proposals
- Helping coordinate client meetings
- Contributing to team meetings
- Invoicing clients
- Pitching in with administrative tasks (as appropriate)

This is an indication of the types and activities you will be doing - you will shape this.

Key Information

Working commitment: 2 - 2.5 days a week (0.5 - 0.625 FTE).

Salary: £35,000 - £45,000 based on 2 - 2.5 days a week (e.g. £17,500 - £22,500). We don't currently operate an individual bonus plan.

4 day week: We work a 4 day working week at Tailored Thinking (full salary is for the working the equivalent of 4 days).

Precise working hours / commitment: We can be flexible about this.

Location: We have a Durham office, but you can fulfil this role from anywhere. We have quarterly catch-ups in Durham which we would expect you to join.

Eligibility to work: You would need to have eligibility to work in the UK (we would not be able to sponsor applications from overseas).

Other benefits: 5 Volunteering days, 10% Employer Contributions to your pension.

Leave: 22 days leave (FTE) and 8 days bank holidays. For every year's worth of additional continuous service, annual leave increases by 1 day per year until a maximum of 28 days.

Inclusivity: We are (deeply) committed to equality, diversity, and inclusion for the benefit of all, and champion inclusive working practices. We welcome applications from anyone, regardless of ethnicity, gender, sexuality, disability, age, religion, heritage, or socio-economic background.

This role may be perfect for those looking to bring their experience in business development to life in a flexible way.

How to apply

Application

To apply please email your CV and a covering letter (as brief or as detailed as you want, but ideally less than 1,000 words) to: hello@tailoredthinking.co.uk.

In your covering letter please introduce yourself, and tell us why you are interested in working with us and why you'll make a positive contribution in this role.

Deadline

The application deadline is 23:59 on 29/11/23.

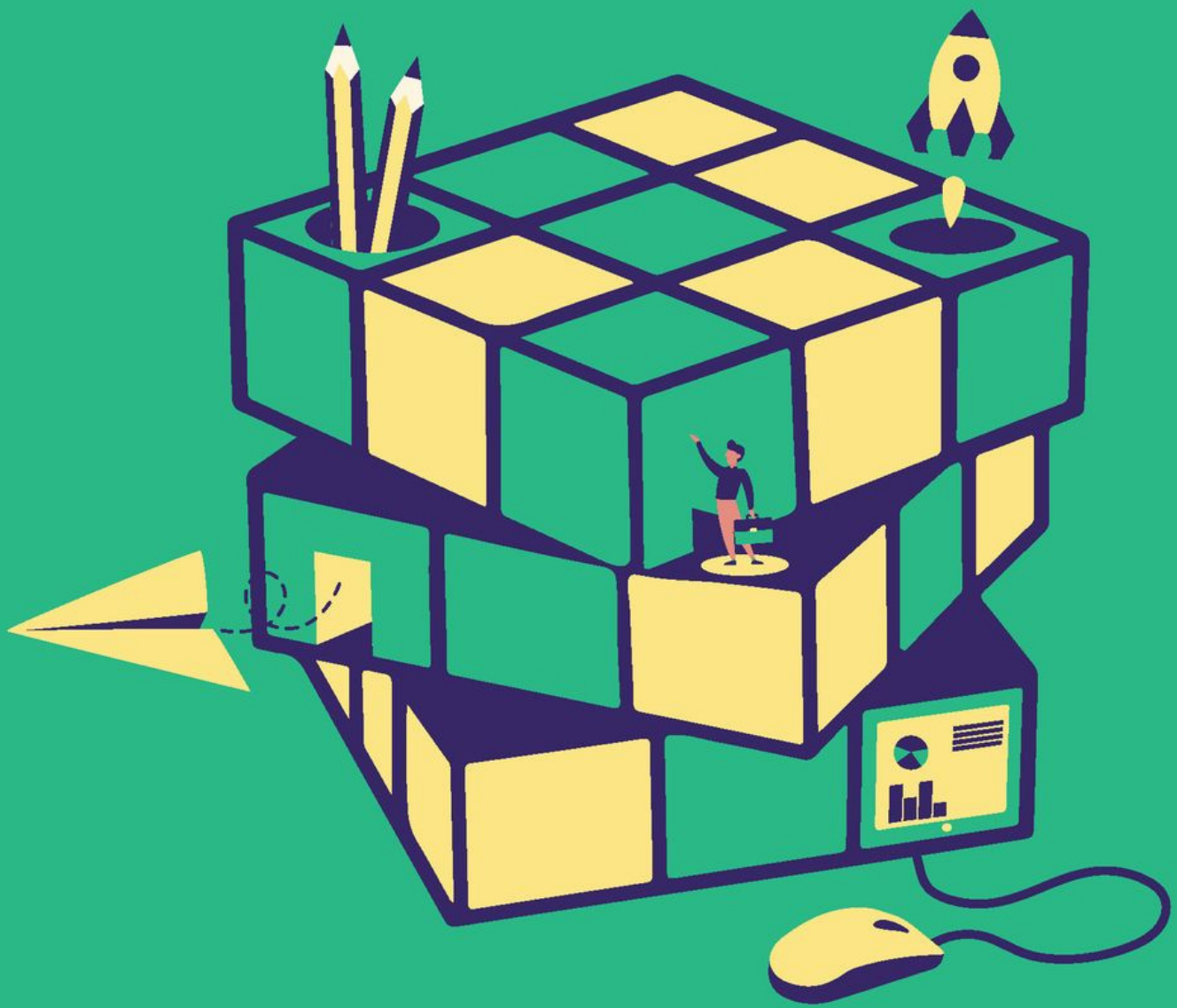
Tentative interview dates

We hope to interview candidates on 12th or 14th December, and will send interview questions in advance to enable you to prepare and give your best performance.

Informal discussions

If you would like to have an informal discussion about the role before applying, or would like to discuss any adjustments that you need to complete the application process, or to carry out this role, please contact us: hello@tailoredthinking.co.uk

We can't wait to welcome you to the team.



THANK YOU



hello@tailoredthinking.co.uk



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