

Appointment Brief



Be the Business

Partner Manager

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Productivity is vital. Yet the UK's productivity trajectory is flat – so now it's time for action.

Productivity drives growth as well as increasing social prosperity and improving living standards but Britain has never fully recovered from the global crisis and recession that followed. Now the turbulence following the vote to leave the EU risks even more economic uncertainty. If productivity growth was important before the Brexit vote, it is crucial now.

Be the Business is a newly launched private sector led organisation aiming to inform, educate and collaborate with businesses across the UK to improve their productivity.

Be the Business:

- Is the catalyst for transforming British business culture;
- Aims to help achieve long-lasting performance improvements in companies of all sizes, across all sectors;
- Provides training, tipping and tools, including an invaluable benchmarking survey, and a focal point for businesses;
- Aims to increase the number of well-run UK businesses.

This is a business-led movement that operates across the UK which is focused on sharing practical solutions. This requires thousands of businesses to join the movement to create a better Britain. With your help, the movement will grow fast.

By encouraging more businesses of all sizes and sectors to understand their current performance and actively seek out ways to improve, good businesses can become great ones. If we can raise the achievements of all businesses even just a little then this will improve the UK economy and living standards across the UK.

Based in Amazon's London offices, Be the Business is already sponsored by some of the UK's most senior business leaders from companies including Amazon, Rolls-Royce, John Lewis Partnership, BT and global strategy firm McKinsey.

Partner Manager

Overview

Reporting to the Marketing Campaign Director, the Partner Manager will be responsible for building a set of partner propositions that will support customer (SME) acquisition and other potential broader commercial opportunities. Activating Partner channels will be a crucial part of the Be the Business customer acquisition strategy. These partners could range from the banks, and technology providers through to business support organisations and advisory firms. These channels represent a low-cost route to market and will be essential to maintaining a low-cost acquisition model. Partner sponsorships agreements could form a crucial part of our revenue generating strategy.

The role will focus on building and managing the day to day relationships with a range of customer acquisition and

commercial partners. This will specifically involve;

Key Accountabilities;

- Develop and execute the commercial partner strategy for Be the Business across a variety of industry sectors.
- Build out joint activation strategies and implementing partnership led marketing campaigns to support Be the Business and partner objectives
- Build partner propositions for different segments including marketing, sales and operational collateral
- Working with the CFO/COO build out partnership frameworks and agreements
- Own and manage technology the necessary technology platforms needed to underpin effective partnership marketing, sales and conversion
- Own and manage partner reporting and metrics alongside the Be the Business performance manager
- Support the appointment and actively manage relationships with any external agencies including, PR, digital, creative and media.
- Working closely with the Research and Insights team, the Communications team and Web Content Editor, help ensure the campaign content is consistent with all Be the Business content and relevant to all various stakeholders and audiences.
- Participate collaboratively and productively as a member of the marketing team to support the Marketing Director and peers to work together as a unit driving a shared vision.
- Deputise when required for the Marketing Director and forge strong collaborative working relationships with other teams to support the delivery of the wider strategic objectives of Be the Business
- Involvement in a range of other ad hoc commercial/marketing led projects as and when required.
- Contribute to an inclusive, productive and positive organisational culture within the team and wider business.
- Always represent Be the Business in an on-brand manner with credibility, professionalism.

Skills and Experience

- Broad commercial background in BtoB or BtoC (services) with partnership acquisition, on-boarding and activation skills and experience.
- Performance driven with excellent communication, interpersonal and presentation skills.
- Excellent organisational, time management and planning skills with the ability to multitask.
- Business awareness and an ability to distil complex economic issues into simple messages.