



## Role Specification

### PtP Alumni Programme Lead

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#### About Be the Business

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.

Having been asked by the Chancellor in 2015 to dig deeper into Britain's productivity problem, Sir Charlie Mayfield, Chairman of the John Lewis Partnership, brought together some of the brightest minds in UK plc to approach the problem in a different way. The result was a report entitled "[How Good Is Your Business Really](#)" that called for a business-led response to the UK's productivity challenge and identified improving SME management and leadership capability as the key to change.

Led by Sir Charlie and Chief Executive Tony Danker, Be the Business (BtB) was launched in November 2017 with funding and support from the UK government and some of Britain's leading companies. We work with the entire business community to share what works for today's best businesses with every company that wants to learn and improve.

More details about Be the Business can be found on our website: <https://www.bethebusiness.com>

#### About Our PtP Alumni Programme

This is a new programme of work which is funded through BEIS and represents a great opportunity to shape something from first principles.

During 2019/20, we propose to build an alumni network for 'graduates' of our Productivity through People (PtP) programme modelled on what we've learned about successful peer networks. This will give participants ongoing support to continue their professional development and extend the productivity uplift achieved by these leaders through their formal development. The evidence shows the importance of continuous professional development after the formal programme has concluded.

While focused on PtP graduates, we will aim to learn about effective SME alumni programmes during this pilot programme and share learnings with BEIS so that they can inform plans for alumni programmes for the Small Business Leadership Programme that is starting in 2019/20.

#### About this role

The PtP Alumni Programme Lead will design, develop and deliver our Alumni proposition in collaboration with the Networks Manager and our PtP delivery partners across the UK.

Key accountabilities for the role are as follows:

**Strategy:**

- Develop the strategy for the PtP Alumni programme at national scale, working closely with Director of Programmes, the PtP lead and other programme leads to ensure this fits with the broader strategy and operational approach.
- Define the pilot proposal taking into account existing good practice and SME needs, ensuring that we have a compelling proposition that meets our budget and resource parameters.
- Identify opportunities for Alumni interventions that will add impact, determine the best way to test these and integrate into our programme of work if appropriate.
- Develop the right approach to online vs offline delivery and support of this community that meets participant needs, is affordable to support and delivers impact.
- Work with the Evaluation team to ensure programme and evaluation design are well developed and the work contributes to BtB learning activities, future development, builds a wider evidence base and meets the needs of key stakeholders,
- Work closely with Director of Programmes to determine where Insights from the Alumni network can provide opportunities for learning more broadly, be that testing new ideas or gathering insight on peer to peer approaches.

**Delivery:**

- Responsibility for ensuring we meet our targets for the alumni programme, including recruitment/acquisition, impact and sustainability.
- Work with Marketing team, PR team, Networks team and external partners to ensure recruitment of SME leaders to events and interventions (online and offline) and to promote the benefits of involvement in the Alumni network
- Work with the delivery partners and local providers to ensure regional interventions are delivered on time and to budget, with appropriate governance oversight.
- Develop learnings and insights through a test-and-learn model that can be used to improve the impact of the programme and also could act as a foundation for other alumni programmes such as SBLP or broader offering that supports other products e.g. mentoring
- In conjunction with the evaluation team develop and apply an evaluation method that can be used to assess the impact of the alumni pilot and inform a proposal for a national scale up
- Participate as an active member of the Programmes directorate, contributing to programme leads and Programme Board meetings, identifying opportunities for cross programme collaboration.
- Select and manage a platform or platforms for use with the PtP Alumni community online to encourage peer to peer support, sharing of good practice and the delivery of CPD material; oversee any moderation activities required
- Oversee the coordinator to ensure the PtP Alumni community has appropriate and effective content delivered to drive retention and engagement

**SME advocates:**

- Develop close working relationships with engaged SME alumni to better understand their needs, evolve the programme and build advocates for BtB movement
- Establish models to share content and materials from the wider organisation with Alumni and also work with Marketing Team to build ways to showcase the impact of PtP and the Alumni programme

**Partnerships:**

- Identify opportunities for partnerships that will help us deliver our objectives for the alumni programme.

- Working with the Strategic Partnerships team, identify opportunities to add value to strategic partners through this programme, and then ensure they are delivered.
- Ensure delivery partners are well managed, procured properly and ensure value for money is delivered.
- Work closely with Director of Corporate Affairs to help inform wider policy and positioning of this work and manage reporting and discussions with BEIS.

**Management:**

- Manage the alumni team, working with colleagues to ensure we deliver against our objectives.
- Recruitment of new team members in line with our scale up ambitions.
- Manage the connections between the Alumni team and other teams (eg other Programme areas such as PtP) and external partners.
- Manage a devolved budget, working actively to manage and reforecast budgets every quarter as part of a wider financial management process.

**Skills & experience**

- Understanding of SME leader engagement and interventions
- Delivery management experience
- Collaborative team member and strong interpersonal skills
- Verbal and written communications
- Alignment with BtB values

**Education / qualifications**

- Degree level or equivalent

**Contract nature**

- This is 4 – 5 day / week fixed term contract position for up to 12 months
- Location: Central London with willingness to travel
- Salary: Competitive
- Other benefits: 6 weeks' holiday & company contributions of 10% into the BtB pension scheme (subject to employee contributions of 5%)