



## Role Specification

### PtP Alumni Programme Co-ordinator

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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 Alumni Programme coordinator will support the design and delivery of our Alumni proposition in collaboration with the Alumni programme lead and our PtP delivery partners across the UK.

Key accountabilities for the role are as follows:

#### Strategy:

- Support the development of the strategy for the Alumni programme at national scale, working closely with the Alumni programme lead.

**Events and delivery:**

- Develop relationships with existing regional delivery partners and understand the delivery schedule of the PtP programmes
- Work with Marketing team, PR team, Networks team and external partners to ensure recruitment of SME leaders to events and interventions 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.

**Programme support:**

- Support the evaluation of the programme by ensuring that all necessary data is available about the Alumni participants, that we are GDPR compliant and that feedback is received and collated about all Alumni events
- Produce report and scorecards that show performance against our targets for the alumni programme, including recruitment/acquisition, impact and sustainability.
- Be an active member of the Programmes team and look for opportunities for cross programme collaboration and learning
- Develop and maintain programme plans for the Alumni networks and the regional events

**Communications & content support:**

- Work with the Marketing team to promote and showcase the Alumni programme via social media and or other suitable channels
- To liaise with the Marketing team to brief and develop new content that is tailored to the particular audience, channel and the subject matter
- To perform interviews, write case studies and identify businesses within our communities who have great stories we can tell
- To tailor existing business improvement content to the specific communities we are speaking to, ensuring it is engaging, inspiring and of high quality
- To attend events, interviews, research focus groups and externally run events in order to identify new topics to cover and gather opportunities for collaboration or input from third parties and partners.
- To manage an online presence for the PtP Alumni community, including community management and moderation

**Partnerships:**

- Build partnerships at a working level that will help us deliver our objectives for the alumni programme.
- Ensure delivery partners are well managed, procured properly and ensure value for money is delivered.

**Skills & experience**

- Understanding of SME's and their needs
- Strong IT and organisational skills
- Delivery management experience
- Collaborative team member and strong interpersonal skills
- Verbal and written communications
- Alignment with BtB values

**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%)