

May 2017

Job description: **Programme Director – Talent, Marketing and Communities at the New Entrepreneurs Foundation**

Location: Based in Shoreditch, London

Salary: Negotiable depending on experience

Start date: July 2017

Closing: 12:00pm Wednesday 14th June

Core Job Description:

1. **Entrepreneurial talent spotter:** you will help design the innovative selection process, run recruitment events, conduct interviews and run assessment centres
2. **Relationship Builder:** as well as recruiting the NEFers, you will also source, select and manage the host entrepreneurial companies at which the NEFers work during the 12 month programme. You will have to sell the NEF programme to host companies and make them see the value of hosting entrepreneurial talent and helping us drive our wider mission
3. **Marketing Community Builder:** your responsibility will be to develop a community of young entrepreneurs who will apply to the NEF programme as well as a pool of potential host companies who will provide placements to them during the year. You will have to find creative and effective ways to help the NEF message spread. You will have to develop highly effective strategies to engage with different stakeholder groups and find ways to tell the NEF story. Building rapport and relationships with potential applicants and potential host companies never stops. Your job will be to build relationships with entrepreneurial communities around the UK, and devise online and offline campaigns to make sure the top entrepreneurial talent apply to NEF. In addition to this, you'll play a key part in the events programme, marketing and promoting the charity where appropriate

NEF Background

The New Entrepreneurs Foundation (NEF) is an educational charity which aims to develop the next generation of entrepreneurial leaders in the UK. We do this by equipping young aspiring entrepreneurs with hands-on experience, skills and networks to build scalable businesses. The foundation was set up by business leaders Oliver Pawle, Lord Davies of Abersoch, Sir Nigel Rudd and entrepreneur and head hunter Dee Stirling in 2010. It is a registered charity and is funded by donations from high profile corporates in the UK. The list of our current donors is [here](#).

The foundation runs a one-year programme for up to 60 aspiring young entrepreneurs (also known as 'NEFers'). The selected candidates get a one-year paid placement in a fast growing, entrepreneurial company; an intensive and immersive learning programme; access to networks through events; a personal executive coach and access to business mentors for the year. After completing the programme they join the alumni network and can access continued learning, networking and access to investors. You can find more information about the organisation [here](#).

NEF has achieved great success in its first four years of operation: 155 individuals have completed the programme, 43 are currently on the programme. We've just recruited 58 for our incoming class. NEFers have created hundreds of ventures of which 68 are currently live; created 650 jobs, and raised £10+ million in early stage funding for their ventures. Moreover, our impact study confirms

that taking part in the NEF programme has a positive effect on encouraging entrepreneurship both in terms of skills and behaviours developed as well as businesses and jobs created.

We are now at a critical stage in our expansion, with plans to significantly scale our fundraising and scale regionally in the coming years. We are looking for a candidate to join the full-time team of six as soon as possible.

Key Responsibilities/ accountabilities

1. Community Builder

- Build a community of young, aspiring entrepreneurs (potential applicants) and founders of high-growth companies (potential host companies). This might be achieved through running online and offline activities; developing relationships with entrepreneurial hubs and societies across the UK by visiting campuses and attending networking events, building an ambassador network, leveraging the alumni network, devising campaigns, running events, using social media and SEO
- You will also need to find ways of developing the NEF brand, gaining exposure with target audiences
- You will be in charge of curating the NEF speaker programme, spotting opportunities to invite contacts to speak, become mentors etc.

2. Marketing

- Throughout the year you will devise and lead on marketing activity, creating high-quality content and social media campaigns to engage with potential applicants and other key stakeholder groups to raise and carry the NEF's profile.
- You will have to measure impact of all the marketing activity and safeguard the NEF brand whilst finding creative ways to raise the NEF brand
- As such you will be involved in website update and tasked with editorial management of all written and visual content as well as collateral marketing material.

3. Recruitment & management of NEF cohorts and host companies

- For about 4 months a year you will be carrying out the recruitment and selection of candidates applying to the programme, capitalising on the community you have been building to drive applications
- Throughout the year you will source and select the high growth companies who provide the 12- month work placements for our NEFers each year (known as 'host companies')
- You will manage the annual matchmaking process between NEFers and host companies.
- Coach/mentor NEFers as appropriate to support them through the matchmaking process
- Monitor placements throughout the year, dealing with issues if they arise. Maintain contact with host companies and nurture relationships
- Oversee and manage the relationship with our recruitment company e.g. work with them to manage candidate attraction campaigns
- As we scale and develop you will be required to implement necessary changes to our processes

4. Other

- We are a small team which has been running the organisation for four years so you will be expected to support the other four team members as appropriate and generally 'muck in'
- Work with the CEO on impact measurement, reporting and the annual review

- Keep the CRM system updated with contacts and activities
- Represent, as required, the Foundation in media, PR and promotional activities

Desired skills/attributes

- We are looking for someone with at least 4 years' work experience. This will probably be your 2nd or 3rd full-time job
- You are ambitious, innovative and passionate about finding and nurturing great entrepreneurial talent
- You must have a keen interest in or previous experience working with entrepreneurs, founders, senior corporate executives, start-ups. We're looking for someone with knowledge of the UK entrepreneurial eco system and what early stage businesses are looking for
- Previous experience building a community (both offline and online, through social media) is a must
- Previous experience in HR, Talent Management or running recruitment and selection campaigns is desired but not necessary as you'll be learning the ropes on the job
- Knowledge of SEO, Facebook ads, running social media campaigns is highly desirable
- You are probably outgoing and like networking, meeting entrepreneurs and investors and thinking of creative ways to work with people
- Our process involves a recruitment company, entrepreneurs, fellow team members, trustees so you need to be adept at working with people from all backgrounds/levels
- Strong project management skills
- You must be: enthusiastic, energetic, well presented, professional, passionate about the entrepreneurial space. You must be an excellent judge of character and have experience interviewing/assessing people
- You will be a self starter and able to work with minimum supervision but also be a good team player
- You must also have a sense of humour!

Other considerations

We work in an open plan, co-working space in Shoreditch which will be our location for the foreseeable future. We work in an easy going but fast moving environment and constantly have deadlines to meet. You must be task, delivery and results focused.

Working with NEF will give you incredible exposure and access to start-ups and established companies, business leaders, entrepreneurs, media and government. Our network of supporters is huge and growing daily. The ideal candidate will be someone who is comfortable in such an organisation and has the confidence and presence to represent the NEF to these stakeholders.

To apply for this job, please send your CV and a cover letter (maximum 500 words) to Felix Schuchter at apply@newentrepreneursfoundation.com. Make sure the subject reads "**Application for Programme Director – Talent, Marketing and Communities**". Please address any questions or queries to this email address. **Closing date for applications is 12.00pm on Wednesday 14th June.**