
WANTED!

Community Superstar for Revolutionary New Service

Position Title: Business Engagement Accelerator Manager

Location: Oxford, UK

About 2degrees

2degrees is a dynamic, fast growth internet company that within 3 years has become the world's leading online community for sustainable business with over 18,000 professional members. We are a company at the forefront of not one but two economic revolutions: sustainability and the B2B use of social media.

We provide managed services through our online community for both individual professionals and corporations. These services enable our members to reduce costs, risks and environmental impacts, as well as innovate, grow and build competitive advantage by operating sustainably. We do this by helping them:

- Connect with one another
- Learn from one another
- Gain insights into the issues, impacts and business benefits of sustainability
- Engage and influence their stakeholders to achieve their sustainable business goals
- Collaborate to solve sustainable business problems
- Find solutions providers

2degrees is growing rapidly and the position described below represents an opportunity to become a manager and key contributor at one of the most exciting new companies in sustainable business as it expands globally.

The Role

As the Business Engagement Accelerator Manager you will be responsible for the strategic and day-to-day management of the pilot and profitable roll-out of a new subscription product, the Business Engagement Accelerator:

- Aimed at helping Sustainability Managers in large corporations to engage more effectively with their operational business peers in marketing, procurement, supply-chain, finance etc.

- Run as a rolling program, you will bring together operational business managers, in similar roles but from different organizations, to discuss and share experiences online about how they are solving business problems by taking a sustainability approach
- The Sustainability Managers will be your clients and act as your gateway to identify and bring together the right business managers and experiences

You will report directly to the Managing Director of Community at 2degrees and will work extremely closely with the CEO who is helping to build this product. The role will also require close working with the rest of the 2degrees Marketing team, the Community Managers and others as required.

Responsibilities

- Ensure a compelling program of virtual activities is planned and delivered on a 1/3/6-month rolling basis; identifying and implementing continuous improvements to increase the numbers of business managers engaged and the impact of the program.
- Engaging in effective day to day client liaison, understanding their background, needs and objectives.
- Leading the strategic development of the service to meet client needs and ensure continuous improvement.
- Identifying and mitigating risks and issues associated with the program.
- Monitoring of the outcomes of the activities and reporting these internally and to the client(s)
- Development of the Product Manual.
- Working with the client to recruit and engage operational managers in the program
- Working with marketing to create communications tools to recruit and engage operational managers
- Development/curation of select content in support of the program of activities

The Person

Are you interested in being a catalyst and facilitator in the biggest economic revolution in history, driven by the need of business to adapt to meet the sustainability challenges of the C21st? Are you passionate about engagement, stakeholder management and facilitating change? Do you want to work with industry leaders to help them share best practice and learn to use sustainability to solve business problems?

If the answer is “yes”, you will also need to be educated to degree level and with at least 3 to 5 years of experience in a B2B marketing, change management or CSR capacity. You might have previously worked in a consultancy or client-side. You will be very comfortable working with colleagues at all levels and also be an accomplished team worker. You will be excited by the opportunity to use the full range of your professional experience to deliver real, tangible business value to our clients.

To make the most of this role we would expect you to bring:

- B2B marketing, facilitation, change management and/or CSR experience
- Experience of sustainable business
- Ability to listen and understand client challenges and translate them into an effective engagement program
- Proven project management skills and experience
- A creative flair that spots opportunities to do a lot with little
- A natural ability to network
- Attention to detail and an appreciation of the quality expected by corporate clients
- A focus on continuous improvement
- Ability to write compelling copy and an eye for effective design

The work offers high levels of responsibility and excellent opportunities for developing your career within the community team. Tight internal deadlines require an ability to work under pressure but this can also provide a real buzz to the working day. As well as a competitive package, working for 2degrees will put you at the heart of the sustainability revolution, opening doors and creating contacts for you amongst all the major players.

If you think you have the right skills and want to join this dynamic and fast growing company that is really changing the way organisations do business, please apply by email to: allen.shaw@2degreesnetwork.com.

2degrees is an equal opportunities employer. We aim to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, marital status, race, colour, ethnic origin, sexual orientation, age or disability, and that all appointments are made purely on the basis of merit. A compensation package appropriate to experience will be available to the right candidate.