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| Job Title: **Consultant Communications Business Partner** | Current Job Holder(s): N/A |
| Department: **Marketing & Communications** | Date Created/Amended By: **Mar 24/HM & ER** |

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| **DEPARTMENT DESCRIPTION**  The primary role of the Marketing and Communications department is to deliver marketing support and expertise to the independent Consultant network.  Utilising a joint sales and marketing plan, this drives Consultants to build their business through dieter acquisition and Consultant recruitment, whilst raising awareness and consideration of the brand. Leading marketing and direct sales principles are delivered across all channels and touchpoints to grow and maintain the sales and business growth metrics.  The department is also responsible for providing marketing support to international distributors and delivering an internal communications plan to all employee stakeholders. |

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| **JOB PURPOSE**  To proactively drive Consultant engagement by being a strategic partner for the commercial functions, particularly Sales. The Consultant Communications Business Partner (CBP) will contribute to the development of communications strategy while delivering effective Consultant communications focused on message cut-through and overall Consultant experience. Passionate about continuous improvement, the CBP will collaborate and provide effective counsel on communications solutions with a relentless focus on business objectives and the impact of communications on commercial ambitions. |

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| **RESOURCES MANAGEMENT**  **Management responsibility for**: N/A  **Reports to:** Senior PR & Communications Manager  **Budgetary/financial framework:** N/A |

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| **KEY RESPONSIBILITIES**   * Conduct a full audit of Consultant communications and create a full Consultant communications plan that drives engagement and motivation to move along the Pathway. * Create and drive a consistent messaging framework and channel architecture that meets the needs of Consultants and ensures effective communications. * Be a strong strategic partner for the Sales function (and other departments as necessary) to provide advice counsel. * Make recommendations at the planning stage of projects so communications can help shape the agenda and influence the adoption and embedding of best practices. * Deliver the day-to-day communications cadence – create effective and engaging communications leveraging different media formats and protecting house tone and style. * Be the communications lead for key projects impacting Consultants - considering the wider impact on Consultant experience and other business departments. * Proactively manage and develop the content on the Consultant Only Area of the website. * Be a champion for the Consultant with the rest of the business by sharing engaging news stories. * Leverage communications content by collaborating and integrating plans effectively with the rest of the commercial teams. * Provide reactive communications support for Consultant-facing issues and crises. * Relentlessly drive for continuous improvement in Consultant communications. * Support Consultant event content as part of the wider communications strategy. * Create a measurement and reporting framework to evaluate all activity. * Identify, prioritise, and enter relevant awards to add credibility to our earning opportunity and brand purpose. * Support other parts of the Communications function as the business requires. * Undertake other duties and tasks that from time to time may be allocated to the jobholder that are appropriate to the grade of the job * Comply with all relevant internal rules, policy and procedures, including those relating to Health and Safety, Data Protection etc, and all those contained within the issued Employee Handbook. * You are responsible for effectively implementing communicating and maintaining a food safety culture that supports the realisation of safe product as outlined within the FSSC22000 * You must ensure all activities relating to food safety management system are adequately resourced and that all personnel carrying out activities that have an impact on food safety are adequately trained and competent * You must also ensure conformance to the company’s food safety policy at all times champion good manufacturing practices and behaviour’s and ensure all designated food safety objectives are realised * Promote and demonstrate the company’s core values and behaviours |

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| **MAIN JOB REQUIREMENTS**  **Specific Experience:**   * Extensive, demonstrable experience within the communications field * An experienced and effective business partner who can foster relationships while influencing change and improvement * Robust experience in managing communications in a matrix environment * Proven experience in instilling process, measurement and embracing digital solutions * Evidence of planning and delivering strategic communications aligned to business priorities * Experience managing critical business change and transformation projects   **Abilities/Skills/Knowledge:**   * A strong collaborator who isn’t afraid to challenge their stakeholders and put forward ideas to do things better for the good of the Consultant experience. * A strategic thinker who can effectively move between providing counsel, developing strategies and scoping solutions to delivering well-crafted, creative communications. * Organised and detail-oriented with a relentless focus on accuracy and clarity. * A talented storyteller who can distil complex information into messages that cut through with brevity and impact. * A self-starter who can prioritise and manage multiple priorities effectively in a fast-paced environment. * Ability to remain calm under pressure. * Positive, proactive and flexible in mindset to operate effectively even in ambiguity. * Resilient – rebounds from setbacks and adversity when dealing with difficult situations. |