



**recruitment pack**  
**Business Engagement**  
**Manager - Growth**

## About Us

Unseen is a UK charity with its head office in Bristol. We provide safehouses and support in the community for survivors of trafficking and modern slavery and operate the 24/7 UK wide Modern Slavery & Exploitation Helpline. We also work with individuals, communities, business, governments, other charities, and statutory agencies to end slavery for good.

### Our vision

Our vision is simple: a world without slavery. We aim to transform society's response so all can live in a world free from such abuse and exploitation.

### Our mission

We are working to end modern slavery by empowering, equipping, and influencing others to bring about positive and transformational change.

By **empowering** and supporting survivors through our specialist services we can enable them to recover safely and develop resilient, independent lives.

We identify key slavery and exploitation issues and **equip others** with effective solutions through advice and training.

We use our experience, research, and survivor stories to **influence** society and push for change in legislation, policy, business practice and consumer choices.

### Our strategy

#### Educate society

Provide tangible solutions for individuals, communities, and organisations to be effective in their personal and professional lives in relation to tackling modern slavery.

#### Business engagement

Positively affect business behaviour by driving up standards to mitigate forced labour/ modern slavery by increasing awareness, engagement, transparency and promoting continuous improvement.

#### Support services

Influence and improve support systems locally, regionally, and nationally, whilst continuing to deliver services that empower and increase resiliency for those who have been exploited.

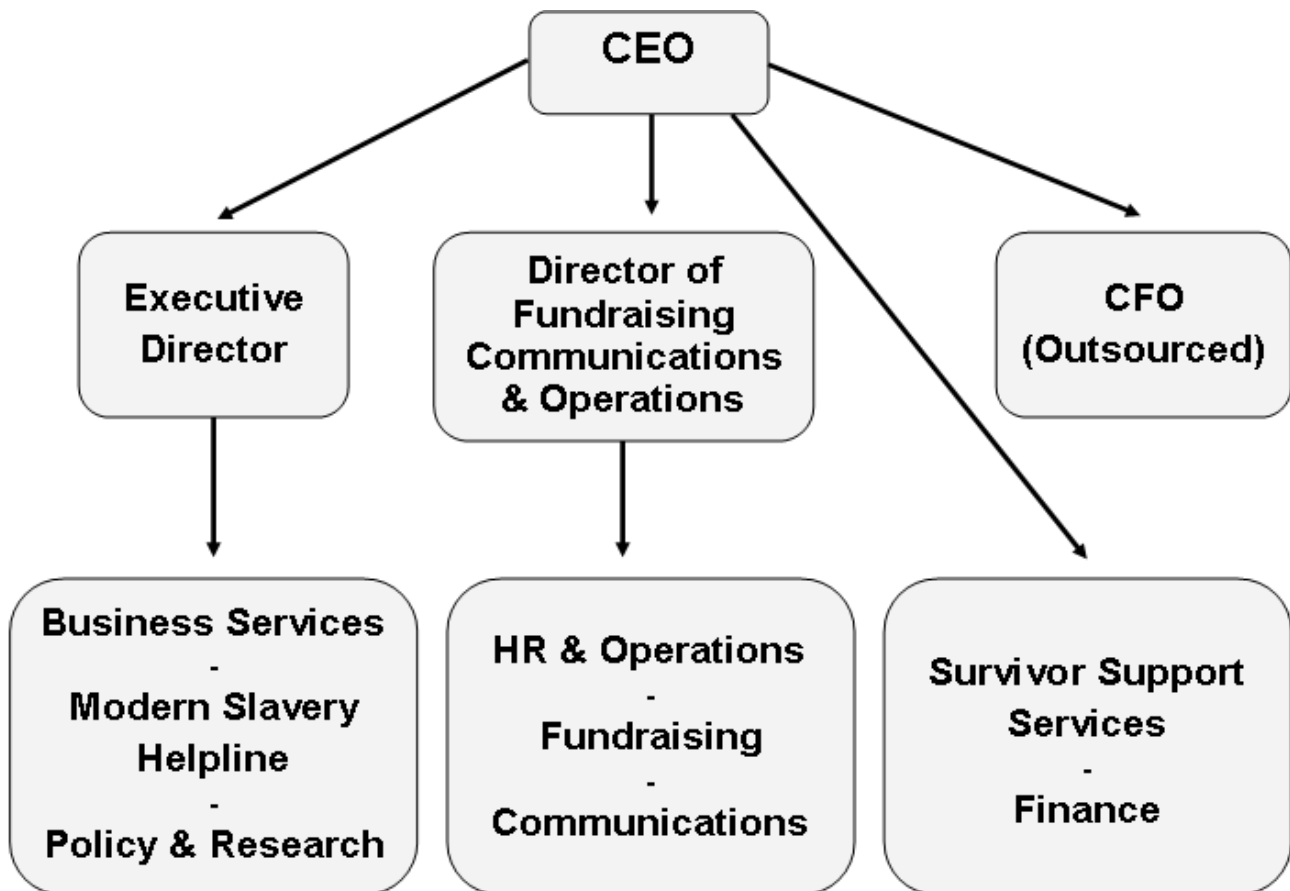
#### Policy, legislation and operational change

Influence policy, legislation, and operational practice in the UK and overseas to ensure tackling modern slavery remains a priority, being evidence-led by using our unique helpline data.

#### Organisational sustainability and optimisation

We will routinely review our internal processes and structure to ensure capacity and capability is optimised. We will consistently strive to achieve value for money. We will continue to prioritise funding ensuring our support services benefit the most from our activities.

## Organisational Structure



## Our values

**Collaborative:** We recognise the advantages in combining our expertise with the contributions of others. We seek to build lasting partnerships to support, challenge and deliver the changes we are aiming for.

**Honourable:** We see the best in people and promote an environment of respect for each other and our partners. We are straightforward, trustworthy, and truthful in all our work.

**Ambitious:** We want to go as far as possible. We strive for the highest standards in all we do, pushing for change, looking for solutions. Our conduct, treatment of others and provision all aim to exceed expectations.

**Dynamic:** We are motivated to deliver results that change lives. To drive solutions forward, we embrace innovation, boldness, and positivity.

**Insightful:** We are knowledgeable, informed and up to date. Thoroughly researching issues is a priority for us as the best way to provide targeted, effective solutions.

## Business Engagement Manager - growth

<b>Location</b>	Hybrid role with regular travel to Unseen's offices (currently in Biggleswade and Bristol) and prospective business clients across the UK. A degree of flexibility will be required.
<b>Salary</b>	£30,900 per annum
<b>Contract type</b>	Permanent
<b>Hours</b>	Full-time 37.5 hours p/week
<b>Reports to</b>	Senior Business Engagement Manager - Growth
<b>Key relationships for the role</b>	<ul style="list-style-type: none"> <li>• Prospective business clients</li> <li>• Business Engagement Team members</li> <li>• Communications Team</li> <li>• Executive Director</li> <li>• Modern Slavery &amp; Exploitation Helpline and Data Team</li> </ul>
<b>Entitlements</b>	<ul style="list-style-type: none"> <li>• 33 days holiday per year (pro-rated equivalent for part time), inclusive of bank holidays. An additional day of holiday is awarded at the start of each holiday year up to a maximum of 38 days.</li> <li>• Pension contributions</li> <li>• Enhanced sick pay entitlement (30 days full pay / 30 days half pay upon successful completion of probationary period)</li> <li>• Enhanced Maternity and Adoption leave</li> <li>• Staff Wellbeing Programme and flexible working</li> <li>• Employee Assistance Programme – counselling for individuals (up to 8 sessions) and their families and a range of wellbeing support and resources</li> <li>• Bike to Work Scheme</li> <li>• Speak Up Staff line</li> <li>• Lone Working system in place</li> <li>• Long service awards</li> </ul>

# Business Engagement Manager - growth

## The Role Within Unseen

In October 2016, Unseen set up the UK-wide Modern Slavery & Exploitation Helpline for child and adult victims of all forms of slavery, with the goal of advancing the UK's fight against modern slavery. In tandem, Unseen established a new business arm to support diverse businesses across the UK and beyond in the fight against modern slavery. This element of Unseen's operations is growing from strength to strength with more than 60 businesses now working with the Team to reduce modern slavery risk and increase awareness. As a result, the Business Team is now looking for a new member to build on our continuing growth and ensure Unseen's business clients can embark on a journey of continuous improvement.

The Business Engagement Manager (growth) will work closely with the Senior Business Engagement Manager (growth) to support the expansion of Unseen's business services and create greater opportunities for long-term partnerships.

## Purpose of the role

The Business Engagement Manager (growth) will play a crucial role in developing the client capability within Unseen's business engagement team and growing the number of corporate clients who are working with, and alongside Unseen to prevent modern slavery within their supply chains and own operations. Undertaking research of prospective clients and sectors will be key to success in this area.

You will be responsible for undertaking strong research-based activities, developing plans to drive marketing activities, drafting strong and relevant proposals for prospective clients, presenting proposals to prospective clients, supporting content to include in internal and external business communications and supporting the efforts of the wider team through training and awareness-raising activities. Full training and support will be provided to the successful candidate.

Your understanding of the complex nature of modern slavery and the interplay in, and with business processes will be pivotal in providing robust support to Unseen's partners.

## Responsibilities will primarily consist of

- Researching sectors and prospective clients to engage.
- Developing strong and relevant proposals for prospective clients.
- Promoting and securing partnerships and opportunities with a diverse range of businesses, public sector organisations and umbrella organisations.
- Support the development of effective business-related social media and communications campaigns.
- Work closely with the Senior Business Engagement Manager (SBEM) to develop

effective and robust marketing and communications plans to support growth activity.

- Attend relevant events to promote Unseen and our work with businesses.
- Respond efficiently to inbound enquiries

Unseen UK actively promotes equality, diversity, and inclusion. We match our needs with skills and experience of candidates, irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation.

## Key responsibilities and tasks

### 1. Research development and activities

- 1.1 Work with the Senior Business Engagement Manager (SBEM) to develop appropriate research techniques and opportunities to grow Unseen's business pipeline.
- 1.2 Provide strong prospect lists within sectors to target communications and messaging.
- 1.3 Provide a regular update to the Executive Director on research opportunities and plans.
- 1.4 Document training framework and content, ensuring it is continuously updated and refreshed as required.
- 1.5 Understand the landscape and ensure that Unseen always stays ahead and in line with emerging trends.

### 2. Communications

- 2.1 Ensure all business communications are relevant, fit for purpose and draw on factually correct information.
- 2.2 Work with communication colleagues to ensure social media content is relevant and appropriate and fits with the team's marketing plans.
- 2.3 Present professionally and competently to prospective and existing clients, ensuring that all communication is clear, concise, and understood by the recipient.
- 2.4 Ensure any data used in communications with businesses is cleared for external consumption by the Head of Helpline Services.

### 3. Prospecting

- 3.1 Present oneself professionally to others when undertaking prospecting activities.
- 3.2 Research each prospect to ensure a full understanding of the business's operations, current standing, and approach to tackling modern slavery.
- 3.3 Develop strong prospecting packages, ensuring that prospective clients receive the information they want and are expecting. All information is updated, current and meets the needs of the business concerned.
- 3.4 Undertake initial prospecting calls to potential clients and support wider communication campaigns with businesses.

#### **4. Documentation and reporting**

- 4.1 Work with the SBAM to ensure all relevant weekly and monthly figures and reports are available and can be provided to the Director and wider senior leadership team, as requested.
- 4.2 Maintain strong audit trails of activities on prospects by ensuring that HubSpot is completed/updated for each activity/interaction undertaken with a business client.
- 4.3 Maintain strong internal reporting mechanisms on pipeline activities, number of prospective clients, number converted, and number lost to inform income trajectories.

#### **5. Maintain understanding of, and support Business operations**

- 5.1 Maintain a good understanding of all business-related services provided, including the Helpline Business Portal to ensure factually correct and relevant information is provided to prospects.
- 5.2 Keep abreast of and ensure a full understanding of changing legislative requirements on modern slavery and associated due diligence requirements within the UK and internationally.
- 5.3 Join all team meetings and contribute to discussions effectively.
- 5.4 Support the team in delivering a range of events, including Unseen's Annual Business Event.
- 5.5 Support the team to meet client and prospective client expectations.

## 6. General (all staff)

- 6.1 Promote the vision, aims and objectives of the organisation and ensure that all contacts with external people and organisations fully reflect the professional approach of the organisation.
- 6.2 Understand and comply with all relevant legislation and adhere to organisational and operational policies and procedures.



# Person Specification

## Essential Knowledge, Skills, and Experience

- Ability to undertake research activities quickly and effectively by developing robust approaches and channels to secure new business clients for Unseen.
- Experience of working in a fast-paced environment with competing priorities and deadlines.
- Experience of speaking in groups, or with more senior colleagues/clients on a regular basis.
- Excellent analytical and problem-solving skills.
- Ability to identify training needs, create resources to support and access efficacy of training process.
- Ability to assess risk and implement actions and resources to resolve issues.
- Excellent written and verbal communication skills, delivered with authority and sensitivity to the recipient.
- Excellent multi-channel communication skills including ability to communicate to all levels of an organisation and external parties and agencies.
- Ability to work on own initiative and as part of a team.
- Ability to give and receive constructive feedback.
- Ability to learn quickly and apply learning to tasks and situations.

## Desirable Knowledge, Skills, and Experience

- A solid understanding of the requirements placed on businesses to prevent modern slavery from occurring in their supply chains and operations.
- Experience of working in a sales environment
- Experience of working in a sustainability related field or role.
- Experience of working with vulnerable people and specifically Victims of Modern Slavery.
- Ability to use MS Word, MS excel and MS PowerPoint apps effectively.

- Knowledge of LinkedIn, HubSpot and other channels or CRMs.

## Values

- Commitment to social justice issues and the restoration of vulnerable people.
- Proven understanding of and empathy with the needs of those impacted by having been exploited, trafficked, and enslaved.

## How to apply

This recruitment pack contains a job description, person specification and other information relevant to this role and its position within Unseen.

### To apply:

1. Please complete the [application form](#) attached. This includes a personal statement of 500 words outlining your suitability for the role, and;
2. Please also send a copy of your CV to [jobs@unseenuk.org](mailto:jobs@unseenuk.org).

**The deadline for applications is 18/02/2024.**

**Interviews will be held in late February.**

As an organisation focused on equality and diversity, we welcome applications from all sections of the community we serve including those with lived experience of modern slavery, those with diverse backgrounds, cultures, and religion, people of colour, those with disabilities and those from the LGBTQ+ community.

References from previous employers will only be contacted after a job offer. If there are valid reasons for this not to be possible, please mention this on your application.

Any questions, please contact [jobs@unseenuk.org](mailto:jobs@unseenuk.org).

A photograph of three women sitting at a table, engaged in a meeting. The woman in the foreground is smiling and looking towards the other two women. They appear to be in a professional setting, possibly a workshop or a meeting.

**Thank you for your interest in working  
with Unseen to achieve our vision of a  
world without slavery.**