

Job Description

Job title:	Job Seeker Development Manager
Reporting to:	Chief Executive, Phase 37
Commencement:	Q1 2009
Based:	Round Foundry Media Centre, Leeds city centre and other locations as required
Pay & Benefits:	Member of LLP. Monthly distribution equivalent to c.£18k to £22k.
Closing date:	28 January 2009

1.0 In a nutshell

To be part of a young, go for it team that takes a new internet-based recruitment business targeted at the valuable, but as yet untapped, 16-25 year-old market from pilot to full launch. The day-job entails building a huge bank of raving fan Job Seekers by utilising your natural networking skills and viral marketing savvy to connect with young Job Seekers. We are looking to take this global so you will need to be ambitious, creative and unafraid of the unknown. Your target is to recruit tens of thousands to the site – 100,000 would mean you are a high calibre individual with a bright future here (or anywhere else!) We don't know how to do it and there's no manual, so you will need lashings of confidence and an ability to innovate, problem solve and get things done. For lions not mice. Interested? Read on.

2.0 Who is behind all this?

Phase 37 is an innovative, free-thinking, private equity firm, specialising in the support and development of new and emerging businesses through active management. It brings cash, grey hairs and the occasional good idea. Unusually it sends in its own people "to do the doing" and actively manage investments by working shoulder to shoulder with people on the front line. (A snail's eye view of life is often very helpful.) So far the company has made two investments in on-line jewellery and internet recruitment.

Phase 37 is the creation of Simon and Liz Clothier. Simon, a member of the Sunday Times FastTrack 100 in 2003 and Regional Entrepreneur of the Year finalist, has been involved in a number of successful business start-ups. Their first investment in The Precious Monkey Jewellery Company, an online business selling unique, authentic solid silver and gold

jewellery also makes them the proud investor in a first to market innovative Design Your Own technology see www.preciousmonkeyjewellery.co.uk .

Employgo is the second Phase 37 investment (www.employgo.co.uk)

It connects young Job Seekers to Employers, just as a dating agency provides a matching service through on-line access to easy-to-search databases. Really simple.

The basic services are free to both parties. The business model is based on the founding principles of a new generation of young business people who have grown up on the web and realised that most successful businesses start with a “free” proposition. It’s free because users don’t play if asked to pay.

Employgo’s business heroes started a free social networking site, a free search facility and a wickedly free encyclopaedia. What ultimately defines the success of these companies is the ability to a) develop a mass or cult following (either will do) and b) a set of valued, paid for, additional services that underpins the free offer. Employgo’s model is no different.

The company has a very strong sense of its own identity and purpose. It even has a mission statement that goes like this:

“Do something meaningful. Help young people find work. Cut the cost of recruitment for Employers. Have fun. Make money.”

3.0 How is it doing?

18 months in development, six months since launch, the business is doing just fine with 4,000 Job seekers enlisted and 400 Employers already registered. But it could go faster which is where you come in.

The company is recruiting now for two reasons.

Firstly, Ed the Founder is taking a 3-year back seat as he pursues his studies at LSE, commencing October 2009. Ed will remain on the board and continue to input strategically, but the day-to-day operations and much of the development will become the responsibility of a new hand-picked management team. With you in it?

Secondly, the business has tons of stuff that just has to be done and needs more arms and legs to get the wheels turning faster. In addition to this role, Employgo is also recruiting at a more senior level for a person to develop relationships with Employers and then take on the leadership role as Ed leaves the business for a while.

Important practical stuff. Where do I work?

Employgo is based in Leeds at the Round Foundry Media Centre, together with the other Phase 37 investee companies. The Round Foundry forms an impressive location for fast-growing businesses, located at the heart of a new and thriving Leeds business community. It is a stimulating, cool place to work (it has air-conditioning!) You should also expect to spend a significant amount of time away from Leeds as you drive Employgo nationally (probably by bus, train car and any other means).

Right. Enough of the big picture. Let's get down to the nitty gritty and the bit about you.

4.0 The job. Here it is.

In summary...

You will initially focus on the rapid expansion of the Job Seeker database, working hand in hand with the Employer Development Manager and interfacing with the support team to develop the wider proposition. We will be looking for people who make it count, are very focused and able to cope with a demanding job for which there is no blue print.

What's it really like...

Honestly, this is a stretching job, ideal for an expressive, extrovert, ace networker and communicator who enjoys contact with people but who is also commercially-minded and very focused on goals and targets. You will be very happy to go it alone but also understand the importance of working in a team. Self-motivated, enthusiastic, good to hang out with, you will be looking to make an unorthodox career move and keen to acquire valuable expertise in growing and developing businesses (for the wrong person it will be a tad worrisome!)

Most of the time you will;

- rapidly (as in really, really quickly) grow the database of registered Job Seekers, one of the company's primary asset
- monitor and encourage Job Seeker use of the web-site by encouraging the social networking activities or anything to increase stickability and regular use
- think like a Job Seeker and develop and propose ever more user-friendly cool stuff for introduction onto the Employgo site
- work hand in hand with the Employer Development Manager in all aspects of the operation to ensure cross-fertilisation of ideas and initiatives
- actively participate in monthly Board meetings and contribute to the company's strategic development
- carry out any other ad hoc project necessary for the development of the business

5.0 Is this for you?

Read the next bit carefully. We have thought long and hard about these words. We think you should do so too.

This job would suit an evidently capable individual, aged 20 to 25+ with one to two years experience in a commercial environment, possibly with a successful track-record in developing and managing extensive contact networks. Bright, hard-working (no idle prima donnas) with great communication skills (written and oral), articulate, persuasive with a strong understanding of the web-environment and its commercial application (web development technical skills not a pre-requisite), this person will positively enjoy getting out there and connecting with people, it's what they do.

Unafraid of the unknown, they are creative, innovative, quick-thinking fast-learners. They have a strong sense of fun but can also get their head down and do the grunt work. They absolutely understand the commercial equation and can make every buck count. Being an early-stage start-up makes Employgo a tough, challenging potentially harsh environment – it is not for the faint-hearted.

In summary this is an unusual opportunity with a company that might just be very successful one day...with you on board.

If this accurately describes you, please do yourself a big favour, get busy and send us a CV and a knock-out, one-page covering letter entitled "Why me?" to:

Rona Cubitt

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Tel: 0113 394 4576

The selection process will entail a combination of interviews and hands-on practical exercises which should provide an insight into the business and future role.