



Application pack for

Content and engagement manager.

## Our purpose

TCM's purpose is to help our customers to develop happy, healthy, harmonious, and high performing workplace cultures – transformational cultures.

Our values define us.



The TCM Advantage.

TCM is Transforming work by putting people first. We empower our customers to adopt purpose led, person-centred and values-based approaches to culture change; conflict and complaints resolution; human resources; people management; and leadership.

Over the past 23 years, we have developed a comprehensive ecosystem of services which reflect the needs of the modern organisation. We work in partnership with our customers to develop the strategies, values, systems, processes, mindsets, and behaviours which engender a fair, just, inclusive, sustainable, and high performing culture – a transformational culture.

Whilst we always put people first, we are also obsessed with data. We help our customers to drive transformational change, underpinned by evidence, analytics and sound methodologies. Our customers benefit from our insightful teaching and consultancy methods which are accessible to all. We are inspired by approaches such as behavioural science, agile DSDM, positive psychology, coaching, transformational leadership, appreciative inquiry, restorative justice, principled negotiation, nonviolent communication, and emotional intelligence.

# Introduction

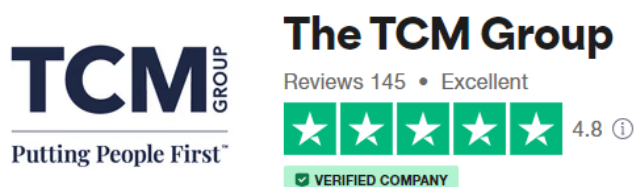
The TCM Group is a leading and award-winning provider of cultural change, conflict management and leadership development services and training. Established in 2001, over the past 23 years, we have secured a world class reputation and a first-class client list. We have worked at a strategic level to embed cultural change, leadership development and conflict resolution programmes within organisations as varied as Royal Mail, The BBC, Network Rail, NATS, Aviva, HSBC, Burberry, Lloyds Bank, TSB, Capgemini, Ofcom, BA, Virgin Atlantic Airways, Tesco, The BRC, The Metropolitan Police, London Ambulance Service, and the entire UK Civil Service (with whom we have a framework agreement to deliver mediation and leadership training).

Led by David Liddle, founder and CEO, we have been a driving force in the development of purpose led, values based and person-centred organisations. Our unique Transformational Culture Model™ is being applied in a wide array of organisations and our transformative leadership and management practices are becoming increasingly mainstream. In 2013, TCM published the now ubiquitous Resolution Framework™ which offers a robust and modern alternative to damaging and divisive grievance, discipline and performance management systems.

Our global headquarters are in the Business Design Centre in Islington, and we have a state-of-the-art training and mediation venue (The TCM Academy). We also have an office in NYC giving us direct access to the American market. We have a team full time of employees covering a range of head office roles plus c100 freelance associates (consultant partners). Please click here to view the current TCM team.

In 2018, TCM was awarded Mediation Provider of the Year at the National Mediation Awards (hosted jointly by the Civil Mediation Council and The College of Mediators). In 2019, we were finalist for the Best HR/L&D Consultancy of the year at the CIPD's People Management Awards. In 2020, we were the proud winners of the HR Consultancy of the Year at the Personnel Today Awards and in 2021, we won the Change Management Award in partnership with TSB Bank. In 2023, we won the HR Impact Award in recognition of our groundbreaking cultural transformation programme with Burberry.

We are extremely proud of what we have achieved over the past 20 years. Looking ahead over the twenty years, we are extremely ambitious, and we are excited about the potential for significant growth and expansion measured in terms of team development, cultural development, customer acquisition, customer retention, revenue growth and profitability.



[Click here](#) hear to read what people say about TCM on Trustpilot

# About the content and engagement manager role.

**We are seeking a qualified and experience content marketing professional to join our team and to help us to communicate our purpose, our passion, our vision, and our products to a global audience.**

TCM's content and engagement manager is responsible for telling the TCM story in a compelling and creative way. The role is often referred to as TCM's 'storyteller in chief'. If successful, you will be responsible for curating and creating compelling content which will educate, inspire, and excite our customers, prospects, and partners. Content production comprises:

- Case studies.
- Webpages.
- Webinar and podcast write ups.
- Articles and blogs.
- Reports and eBooks.
- Brochures and product factsheets
- Short videos and animations.
- Infographics and memes.
- Photography and collages.

You will work as part of our business development team, and you will also be part of our new management team. You will lead and support TCM's core team colleagues and consultant partners to tell their incredible stories by engaging them in content production and storytelling. In addition, you will support activities such as bid production, press releases production, media monitoring etc. TCM benefits from a long-standing relationship with an external communication consultant, plus we have access to retained PR and graphic design support. You will closely with these key partyers including commissioning and reviewing work and collaborating on projects.

The day-to-day focus for the role will be:

## **1. Content strategy and planning.**

You will develop and execute a comprehensive content marketing strategy aligned with TCM's corporate strategy and overall business goals. To achieve this, you will collaborate with cross-functional teams to identify key themes, topics, and target audience segments. You will also be required to report on your various activities, and their impact.

## **2. Storytelling, case studies and customer voice.**

We are obsessed with telling our story through the voice of our customers. As such case study production, seeking reviews and third-party endorsements, managing our 'customer of the week' initiative and encouraging customer advocacy are key features of this role. Stories can be delivered via a mix of webinar, video, and written form.

## **3. Content creation and curation.**

You will create and curate content for TCM's newsletters, email campaigns, websites, and publications. You will also lead the creation of high-quality, engaging and evidence based content for various channels, including producing blog posts, write ups of webinars and podcasts, articles,

whitepapers, eBooks, infographics, and more. This involves conducting research, writing content, curating content from other sources, and submitting content for release across all brands.

#### **4. Branding**

You will act as the main person responsible for the application of the TCM brand guidelines and for ensuring consistent use of branding across the TCM ecosystem:

- All TCM's websites
- Marketing and comms content
- Sales materials/packs
- Course manuals and delegate packs
- Presentations
- Delegate and customer zones

#### **5. Creating compelling, professional content for our various websites and social channels**

You will lead, in collaboration with others, the development and maintenance of web content (web pages, posts, articles, case studies, blogs, articles etc) for our ecosystem of websites. To save time, we have a recently implemented a syndication tool for sharing content across our various websites. Additionally, to ensure that TCM is active and well received across social media, you will take a lead on the creation and sharing of content including memes, videos, blogs and posts to various social platforms such as LinkedIn (our main social platform), X, Facebook, Instagram.

#### **6. Production of communications and marketing collateral such as brochures and factsheets.**

You will lead on the design and maintenance of the TCM corporate brochure. In addition, you will lead the creation and the management of our catalogue of brochures and factsheets for all TCM courses, products, and brands.

#### **7. Supporting customer facing projects and activities.**

Some of TCM's customer facing projects include supporting the development and delivery of internal communications strategies and activities. As such, you will be invited to support these activities, as they arise. Recent examples have included The BBC, KPMG, Burberry and NEXT PLC.

# About you.

We are seeking an exceptional candidate to join our business development team. You should possess the following experience, skills, and qualities. You will be a calm, cool and collected individual who has an eye for detail and the ability to thrive in our fast-paced environment. You will be just as comfortable interacting with single individuals as they are with presenting to a large group of people and will perform excellently under pressure. In addition to these general personality traits and abilities, TCM are looking for a brand and content manager with the following skills:

## 1. Experience and qualifications:

- Essential
  - 3 years' experience in a relevant marketing and communications role.
  - Bachelor's degree in marketing, communications, journalism, or a related field.
  - Experience of producing compelling content.
  - Experience of working across multiple brands, channels, and activities.
  - Experience of working as part of a team.
  
- Desirable
  - A relevant post graduate qualification, or equivalent.
  - Experience in a senior marketing role for a business-to-business (B2B) organisation would be advantageous.
  - Experience of graphic design using Canva or Adobe Illustrator etc.
  - Using video editing software.
  - Experience of public speaking.

## 2. Knowledge and skills:

- **Formidable writing skills:** To produce clear, concise, and professional press releases, articles, blog posts and email campaigns, you will need to have exceptional writing and editing skills.
- **Organisation:** Since you will be handling a number of logistical details and juggling several different types of projects, it will be no surprise that exceptional organisation and fastidious attention to detail are important skills to have.
- **Interpersonal skills:** Given the sheer number of people who you will have to interact with daily, it is essential to have great interpersonal skills and be able to seamlessly carry a conversation.
- **Ability to multitask:** Having the ability to multitask is crucial as you will often find yourself bouncing between administrative work, meetings, writing and events.
- **Customer service:** Ideally you will have experience in customer service, as the skills learned in that field can easily carry over to perform your duties.

- **Teamwork:** Most of the things that the postholder will do, from scheduling meetings to writing press releases, will be a collaborative effort which will require input from multiple sources. Because of this, you need to be great team player.

### 3. Behaviours, attitude, and qualities:

- Entrepreneurial and commercially savvy.
- A strategic thinker who can empower others.
- Strong influencing and negotiating skills and possessing good business acumen.
- Works well under pressure and has high levels of personal resilience.
- Able to quickly digest and understand complex business needs and challenges.
- Meticulous with a demonstrable attention to detail and accuracy.
- A starter-finisher.
- A team player but also highly self-motivated.
- Innovative - seeks out and implements creative solutions to problems.
- Commitment to quality and continuous improvement.

**Note for applicants:** please respond to the above areas in your covering letter and include examples where possible.



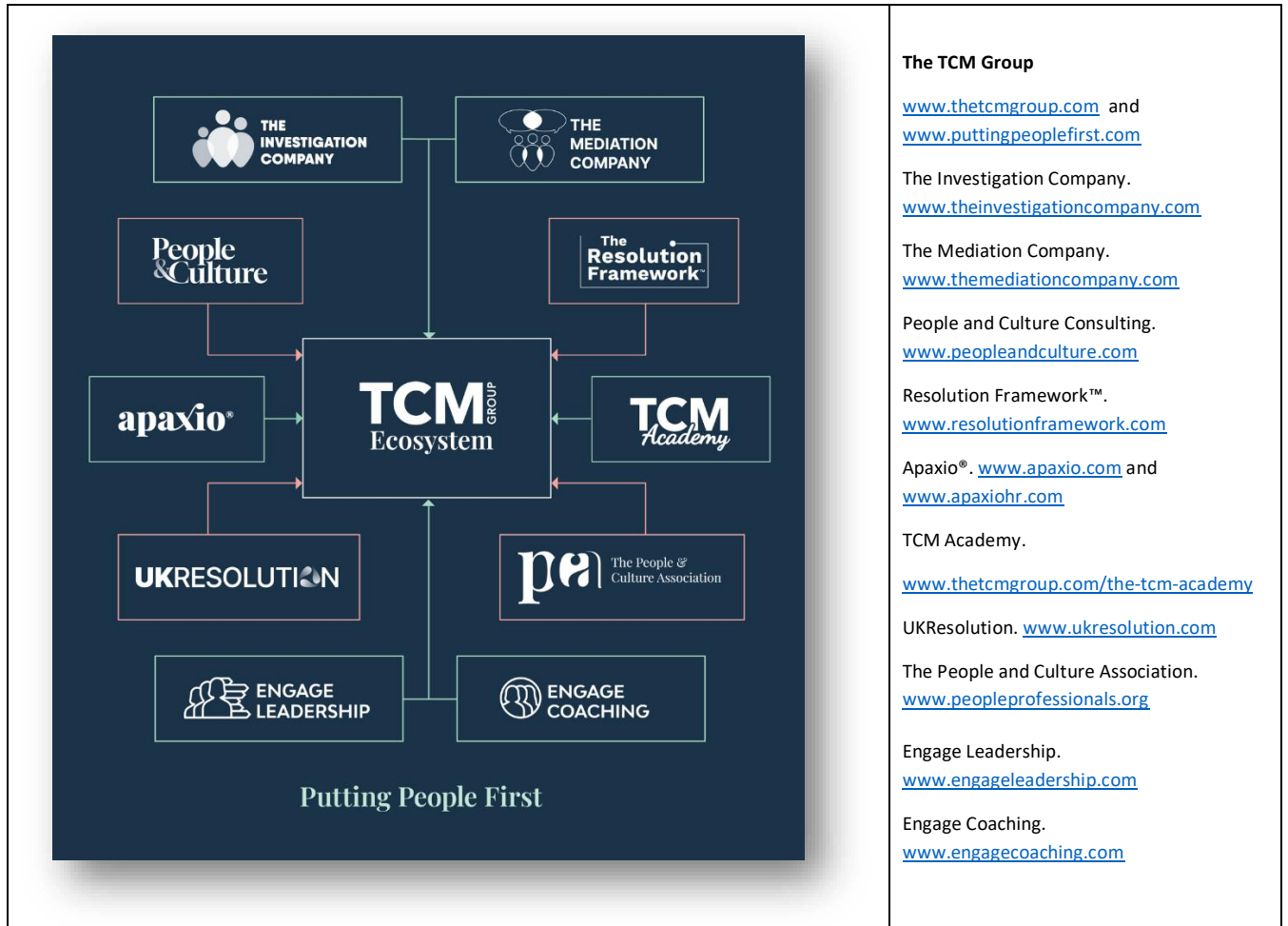
# Key facts

<b>TITLE:</b>	Content and engagement manager
<b>LOCATION:</b>	Hybrid working. We will take a flexible approach, indicatively three days per week home based, two days per week office based at TCM's head office in The Business Design Centre in Islington, North London.
<b>JOB TYPE:</b>	Permanent, Full-Time.
<b>SALARY:</b>	Earnings of £60,000+ per annum. This salary is calculated as follows: £40,000 p/a basic plus discretionary profit share bonus scheme OTE = £20,000
<b>BENEFITS:</b>	Pension scheme plus holidays and birthday leave. Access to our current employee benefits scheme via our HR platform. Health insurance via Vitality.
<b>REPORTS TO:</b>	TCM's commercial director Ray Wheeler. Nb this role will also work closely with and be accountable to TCM's founder and CEO, David Liddle.
<b>HOW TO APPLY:</b>	Please send your CV and covering letter to <a href="mailto:jobs@thetcmgroup.com">jobs@thetcmgroup.com</a> . More information can be found at <a href="https://thetcmgroup.com/about/careers/">https://thetcmgroup.com/about/careers/</a>
<b>GO LIVE:</b>	wc 11 <sup>th</sup> March 2024
<b>DEADLINE:</b>	5pm Friday 5 <sup>th</sup> April 2024



# More about The TCM Group

The TCM Group is a global provider of conflict resolution, culture change and leadership consultancy and training. The TCM ecosystem comprises 10 brands which are set out below in the form of the TCM ecosystem. More details of each TCM brand can be found on the associated website:



## The TCM Group

[www.thetcmgroup.com](http://www.thetcmgroup.com) and [www.puttingpeoplefirst.com](http://www.puttingpeoplefirst.com)

The Investigation Company. [www.theinvestigationcompany.com](http://www.theinvestigationcompany.com)

The Mediation Company. [www.themediationcompany.com](http://www.themediationcompany.com)

People and Culture Consulting. [www.peopleandculture.com](http://www.peopleandculture.com)

Resolution Framework™. [www.resolutionframework.com](http://www.resolutionframework.com)

Apaxio®. [www.apaxio.com](http://www.apaxio.com) and [www.apaxiohr.com](http://www.apaxiohr.com)

TCM Academy. [www.thetcmgroup.com/the-tcm-academy](http://www.thetcmgroup.com/the-tcm-academy)

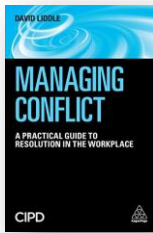
UKResolution. [www.ukresolution.com](http://www.ukresolution.com)

The People and Culture Association. [www.peopleprofessionals.org](http://www.peopleprofessionals.org)

Engage Leadership. [www.engageleadership.com](http://www.engageleadership.com)

Engage Coaching. [www.engagecoaching.com](http://www.engagecoaching.com)

TCM's founder and CEO, David Liddle, has achieved many accolades including global top 20 HR Most Influential Thinker and Thinkers50 Radar. He has written two highly regarded books and has contributed to many others, including a recent text by Thinkers50.



**Managing Conflict.**

<https://amzn.to/2EbDX7O>



**Transformational Culture.**

<https://amzn.to/3vIH7e4>



**Perpetual Transformation.**

<https://amzn.to/3gC0TN2>

"Transformational Culture by David Liddle provides the guidance to leaders, managers, and HR professionals on the importance of putting purpose, values and people first. David delivers a blueprint for creating an inclusive, sustainable, and high performing culture."

— Omar Ali, Financial Services Leader, EY

