

# WORK WITH US



## OUTREACH MANAGER

Applications close: Friday 7th June 2024 10am (UK)  
Ideal start date: As soon as possible.

# THE OVERVIEW

You're more than a writer of Press Releases. You're great at spotting the hook that will make a pitch an irresistible win-win, helping to grow our audience, whether it's through interviews or our affiliate programmes.. You'll be playing a pivotal role in helping us to increase impact we can have in the world.

1

## **PART TIME, REMOTE WORKING**

Salaried role, initially at 16 hours per week (spread over most days of the week. Hours pre-agreed, to include our team's core hours of 1pm to 3pm, UK time), ideally on a permanent, employed basis, though a contract basis would be considered, for the right candidate.

You can work from anywhere in the UK, as long as you have stable, reliable, secure, high-speed internet. We all work remotely - office-free zone - and meet up in-person, three times a year.

2

## **REPORTING TO THE FOUNDER**

You'll report directly to the Founder, Clare Josa, and will work closely with all members of our team.

3

## **SALARY & HOLIDAY**

Salary for a suitably qualified candidate is between FTE £34,000 and £44,000, pro rata for a 0.4 role. Occasional overtime may be required in busy periods, but is not normally expected.

For the employed role, annual leave is 28 days, including bank holidays, based on a 5-day working week. An extra day is added for each year of service, subject to performance.

This role, if on an employed basis, includes company pension contributions, which rise with each year of service, subject to performance.

4

## **ADDITIONAL BENEFITS**

This role includes access to Clare Josa's online training programs, on a self-study basis, as agreed with Clare, with the exception of certification programmes.

This role, if on an employed basis, includes eligibility for the company's profit-sharing scheme, subject to performance.



# WHO ARE WE?

We're a heart-based organisation, with our feet firmly on the ground, on a mission to make a difference in the world by supporting people to:

- ditch Imposter Syndrome
- prevent burnout
- become free from toxic resilience
- have positive mental health
- make the difference you were born to make

If we had a motto, it would probably be:

***Changing the world isn't so much about what you do,  
but about who you allow yourself to become.***

And if we were to sum up the essence of our mission in just two words, they would be:

***Spread hope***

Traditionalists would call us a leadership development and consulting company, but we prefer to think of ourselves as inspirers of passionate world-changers.

Our founder, Clare Josa, to whom you would report, is considered a global authority in Imposter Syndrome. She's the author of 8 books and a sought-after international keynote speaker on how to change the world by changing yourself.

We run online and in-person training, certification programmes up to Master Coach level, and also create bespoke programmes for corporate clients.

Our current core project is the Imposter Syndrome Hacks™ App, which captures the essence of Clare's work from the past 20 years and shares it in daily 5-minute chunks, to crank up your confidence, shrink stress levels, and get you consciously creating a life that makes the 'future you' do a happy dance.

We don't do 'sticking plasters' - we get people clearing out the root cause triggers for the stuff that has held them back, so they can wave goodbye to coping strategies and feel the relief, freedom and excitement that comes with becoming the 'real you'.



# WHO ARE YOU?

## YOU'RE A HOOK-FINDER!

- Trust and integrity are hard-wired into your DNA and you are excited about representing our brand and our business in the wider world, helping us to grow our audience and inspire more people to change their lives
- You have a knack for finding the hook that not only gets your pitch opened, it makes it an irresistible win-win
- You have a proven track record in PR / outreach coverage, ideally in the personal development and leadership space
- You're proactive and take responsibility for finding new ideas to reach new audiences, and to deepen our relationship with our current audience
- You enjoy working independently, and are also happy to be part of a small team, where we all work together and support each other to scale and grow the business and our impact
- You have a proven track record in finding and building win-win relationships with joint venture partners, where we can grow our audience by helping theirs (for example by Clare running free webinars or interviews, or affiliate programmes)
- You have excellent written and verbal communication skills.
- You have excellent attention to detail, balancing perfectionism and pragmatic efficiency. You are highly efficient and are able to manage multiple tasks and deadline.
- You're passionate about learning more about the customer, and will use both our research and other tools we can provide to make sure we're reaching the audiences who are most ready to take action and work with us
- You're comfortable with 'mucking in' and getting things done, as part of a small team, for example helping with our websites and email inboxes, as well as social media
- You're a self-motivated person who is comfortable working remotely, and taking the initiative, whilst having virtual contact with the others in the organisation, and representing us with Joint Venture partners and journalists / interviewers



# ABOUT THE ROLE

The Outreach Manager will play a crucial role in expanding our reach and impact by strategically proactively managing outreach efforts, and cultivating partnerships through joint ventures and affiliate programmes.

You'll be the person who helps us to grow our audience, so that we can help even more people to change their lives, as we grow and scale.

## KEY ACTIVITIES

### Media Outreach:

- Develop and execute PR strategies to enhance Clare Josa's visibility in relevant media outlets, prioritising those where our audience is looking for advice, rather than just boosting our egos with mainstream media coverage
- Proactively create and maintain relationships with journalists, podcasters, and influencers in the personal development, mental health and leadership development space.
- Draft and follow up press releases, pitches, and other materials to promote our research and work.
- Create and implement strategies for coverage both as part of targeted launches and for on-going brand awareness.

### Joint Venture / Affiliate Management:

- Identify, approach, and maintain relationships with potential partners for joint ventures, collaborations, affiliates, and cross-promotional opportunities.
- Negotiate and manage joint venture agreements, ensuring mutually beneficial terms (with appropriate legal support).
- Coordinate joint venture / affiliate marketing campaigns to maximise exposure and engagement.

### Content Promotion:

- Work closely with team members to develop and implement strategies for promoting books, training programs, and other content on social media and to our email subscribers.
- Make recommendations (and implement these) for how to utilise social media platforms and other online channels to amplify the company's message.

Plus other activities that are commensurate with reasonable expectations for this role.



# TOOLS WE USE

Training is available, but you will need to demonstrate that you can pick up new software quickly. Most of our work is using Google Suite. Strong knowledge of this, Wordpress and ActiveCampaign are essential. In addition, you will work with the following tools:

## STAYING IN TOUCH

We use Front App for email, because it allows us to work collaboratively and share notes and suggestions, whilst keeping track of customer enquiries.

Other communication is via Whats App and Zoom.

## STAYING ORGANISED

We use Asana as our project management system. It's easy to stay on-track and it integrates with our email system.

For file sharing we use Google Drive and Amazon S3. For calendars we use Google Calendar and Acuity.

## WEBSITES

We use a range of systems:

- Wordpress (strong working knowledge is essential)
- Thrive Themes / Architect
- AccessAlly (Learning Management System)
- Captivate.fm for our podcasts

## CRM: ACTIVE CAMPAIGN

We use this as our client and student database. It is an integral part of our LMS training system, and it is also what we use for our newsletters. You will need to become a confident user of this.

## MAKING THINGS BEAUTIFUL

We use Canva for creating brochures and social media graphics.

We use Headliner and HappyScribe for audiograms and video captions.

## DATA

We use Google Analytics as part of our KPI measurement, and familiarity with this, including the latest developments, would be an advantage, because you will be running this for us.

# THE APPLICATION PROCESS

Closing date  
10am UK-time  
7th June 2024.

1

## APPLICATION QUESTIONS

CVs don't show the amazingness of who you really are, so we ask you to complete an application form. You will find the link to that on the next page.

## CUP OF TEA

2

The next stage, depending on your application, is a 20-minute informal virtual 'cup of tea' with Clare Josa, so you can ask questions about the role and help us to see why you're a great fit. From this, we'll draw up a shortlist to interview.

3

## PRE-INTERVIEW TASKS

Short-listed candidates will be asked to complete a one-hour task that represents the kind of work you'll be doing, so both you and we can see if it's a great fit for you. This will be submitted at least 2 days before your interview.

## VIRTUAL INTERVIEW

4

Successful applicants will then be invited to a Zoom interview. You'll be given the questions 2 days in advance, so you get to show us the real you, not the 'on the spot' you.

5

## JOB OFFER

If offered the role, this will come with a formal offer letter, your contract, and a request for references.

## SMOOTH START

6

If these are satisfactory, that's the point at which to tell your current employer.

We'll agree with you an on-boarding process so you quickly feel at home, as a member of the team, helping us to make an even bigger difference.



## HOW TO APPLY

CVs don't really tell us much - or allow you to show us who you really are.

So, instead, here's how to apply:

**Please click this link to complete a short application form:**

**<https://outreach.scoreapp.com/>**

Please don't use ChatGPT - this is a chance for you to sell yourself.

Se, by 10am on 7th June 2024.

Thank you.