Pure Potential

Senior Manager

About us
Pure Potential offers state-educated students, their teachers and parents high-quality advice on university applications, career decisions and school leaver opportunities. We do this through our website, the annual sixth form magazine APPLY®, as well as a range of free events and opportunities run in partnership with leading universities and top graduate employers. Now in our tenth year, we are looking for a senior member of staff to help us increase our reach, expand our offering and generate new partnerships.

The team
Pure Potential has three full-time employees, plus a number of contracted staff during our events. Please click here to view profiles of the team. We share our open-plan office with an online educational company and a charity in the heart of Shoreditch.

Summary of the role
The Senior Manager will assist the Managing Director to manage client relationships and establish new partnerships, coordinate the delivery of our programmes and events, contribute to business strategy and ensure the company is financially secure. They will manage the Project Manager and Events & Admin Assistant, as well as being responsible for their professional development.

Knowledge, experience and skills
We are interested in hearing from candidates who meet the following criteria:

Essential

● A passion for social mobility and fair access
● Excellent business and finance acumen
● Ability to develop and implement business plans
● Experience of creating and pitching funding proposals
● Excellent communication skills
● Thorough knowledge of the university application process the UK education system

Desirable

● A proven track record of senior management of a small-to-medium sized business
● Experience of working with young people, ideally socially disadvantaged
● Ability to manage the professional and personal development of staff
● Excellent public speaking skills
● Strong IT skills including database management
Role & responsibilities
Pure Potential would like the post-holder to work on all aspects of the business (see below) to gain a full understanding of how the organisation operates, with the view of taking on greater responsibility within 3-4 months. We will provide the relevant guidance and training to ensure the post-holder is able to fulfil their responsibilities.

Strategy & Business Development
● Evaluate current programmes and events, and generating impact reports to improve services
● Develop new programmes and events that are cost-efficient and in line with our aims
● Maintain an excellent working environment for staff that encourages responsibility, honesty and commitment in all areas of work
● Conduct staff appraisals, set individual targets through identifying areas of development and calculate bonuses

Finance
● Manage the day-to-day finances using online accounting software
● Produce monthly financial reports, including a detailed P&L to assess areas of growth, reduce costs and explore new revenue streams
● Liaise with external accountants to approve monthly payroll, VAT submissions, corporation tax payment, etc.
● Oversee the chasing of debtors, invoicing and basic account functions carried out by the Events & Admin Assistant

Prospective partners
● Attend / independently hold meetings with prospective partners
● Generate new leads for prospective partnerships
● Manage relationships with current / prospective partners
● Create professional, well-formatted proposals

Events
● Oversee the coordination of events by the Project Manager and the Events & Admin Assistant
● Review / suggest new ideas for the format, timetable and marketing of events
● Communicate with students, teachers and parents before, during and after our events
● Oversee the marketing campaigns, logistical planning and execution of events
● Manage relationships with university partners, firms and partner organisations before and after each event

APPLY® The Sixth Form Guide
● Write and suggest new material for APPLY®
● Proofread existing articles
● Oversee the annual sales strategy of APPLY®
Website
- Manage the website and increase traffic
- Use basic HTML to update the website regularly
- Suggest new content for the website, research content and write new articles
- Contribute to the Pure Potential Blog

Employment details
Start date to be decided on mutual agreement, with a three month probation period.

Hours - 9.00am – 6.00pm (during events this can be longer, and include overnight stays)
Remuneration - £32,000 - £35,000 plus bonus (will vary according to level of experience)
Holidays - 20 days paid holiday plus eight bank holidays (holiday dates subject to approval)

Application
We are accepting applications for this role in the form of a CV and covering letter clearly outlining why you would like to work for Pure Potential. Please send both to the Managing Director, Binda Bhudia, by email binda@purepotential.org. We will review applications and hold interviews on a rolling basis.