

BACK BUSINESSSHIP 2019

THAMES VALLEY RETURNERS PROGRAMME

Become one of our Six Company Match-funding Employers for the 2019 Back2businessship Marketing/Communications/PR Returners Programme

Government Equalities Office, Oracle and R/GA are our first three partners – we are looking for three more

What is the Back2businessship Programme?

An industry-leading programme to upskill, train and support the “return” of top female talent into the workplace after a family/caring career break. 100 delegates have already graduated from the programme in the past three years and secured roles at top marketing and communications companies and blue chip brands, including Save the Children, HP, Golin, FHF, R/GA, GDST, Rolls Royce, the Government Returners Office, (Nike) - Girl Effect, Arc'teryx and many more.



Become a Back2businessship Partner

- Have your brand associated with the programme. We are one of only 5 programmes selected for funding by the Government Equalities Office - Returners Fund First Round
- Your company needs to have offices in the Thames Valley - Reading/M4/M40 corridor in the Tech/FinTech/Telco/FS sectors
- Delegates are Marketing / PR / Communications discipline led
- Contribute to one of the modules on the programme and able to attend the final day of our 6 day boot camp (week of 18th March 2019) to meet the 40 women returners on an informal basis
- Opportunity to hire on a FTC or permanent basis from May 2019 – you need to commit to taking a minimum number of returners into your marketing or communications team for a minimum of 3 months

Who are the current partners ?



The details for 2019

- A new focus on talent for the technology, Telco, FinTech & Financial Services sectors in Thames Valley and M4/M3 corridor
- 40 selected Returners with deep in-house and agency marketing, communications and PR experience
- Programme runs March to July 2019
- A 6 day “back to work boot camp” in March followed by 3-6 month paid fixed term contracts from May to September within corporate marketing & communications teams
- Speed dating event to meet the delegates for Company Match funding Employers & local Thames Valley SME employers on final day of Boot Camp

The business benefits

- Businesses face a war on talent – everyone is fighting over the same candidates and the cost of securing that talent is getting higher and higher
- BUT most businesses are hiring the same type of talent from the same places despite voicing public commitments to improving diversity and inclusion in their teams
- Back2Businessship unlocks a talent pool that is being ignored by other businesses
- The programme offers experienced returner candidates for placements in your marketing and communications teams

What are the reputational and PR benefits?

- Positive internal and external PR impact of association with a government backed, established returners programme focused in the Thames Valley area
- Opportunity to attend the 6 day boot camp & for your company to contribute to 2 of the 20 modules
- Become a flagship company for your action on closing the gender pay gap/supporting women returning to work
- Initiative that can be included as part of your business's gender pay gap report for 2019
- Association with the programme should help your talent pipelines as well as raising awareness of your company's Diversity & Inclusion strategy and action

Next steps

Please email deirdre@f1recruitment.com for further information – f1 recruitment has been the delivery partner to back2businessship since 2014.