

We are recruiting for a Marketing/Business Development role within Taylor O'Brien and Stardotstar.

This is a joint position across two complementary, creative and strategic businesses. Introductions to TOB and Startdotstar can be found at:

www.taylorobrien.com

www.stardotstar.com

Role:

Our candidate will own the task of creating introductions to new people that we have not worked with before.

This will be across researching, identifying and campaigning to these contacts and organisations with the objective of achieving an appropriate meeting at an appropriate time.

It will start with the requirement to create a strategy for each business, for which we will agree and you will have input, to then approach and own a selected target audience of businesses.

We see the task requiring the following kinds of output:

- Research into client prospects and contact details
- Data Management, to shape and report the sales pipeline
- Creation of supporting marketing campaigns
- Management of website content (where appropriate)
- Management of social media
- Devise, create and run customer events
- Research and attend appropriate networking events
- Copywriting
- Newsletters
- Telephone contact
- CRM management

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+44 (0)161 236 0013
hello@taylorobrien.com
taylorobrien.com

The Brand Business.

Company No. 5988 291
VAT Registration No. 885 1538 91

TOB and Stardotstar:

Both businesses are located in the same office and whilst we are 2 different businesses, we share the same space, tea cups and moral compass in terms of 'how we do things' and what good looks like.

Our requirement is also the same – in that we would like you to promote our business and take prospects from cold to warm.

50% of your weekly time would be spent with each business.

We don't wish to strictly define this in terms of 2.5 days per week as this will probably be impractical in 'real terms'. We would ask that you manage your own time and report appropriately, spending your time where is most needed whilst being honourable to the spirit of engagement for us both.

You will be employed by TOB, but your time will be cross charged appropriately and you will report to both organisations equally.



We will provide you with the tools you need, a lovely space in the office to work from and a technical set up that gives you access to both organisations.

Salary:

We are offering a competitive salary based on experience and potential. This will also include a reward scheme for each meeting we agree that we wish to attend.

This is offered across both organisations, so (as an example) 2 meetings each for TOB and Startdotstar in a month, that we all agree we would like to attend, would result in an additional reward for that period.

We would like you to think of this as a reward for great work rather than an incentivised, 'target driven' role. We will agree some KPI's with you in order to define success in the role, but this scheme is to recognise hard work that has been effectively delivered.

Timing:

The position is available as soon as we find the right candidate.

We will have a formal 3 month review (as with any new starter) but we also agree that we need to allow a 6 month period before we start to measure success in real terms.

The position is full time and as such would have a standard contract of employment which we can supply in due course.

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A handwritten signature in black ink, appearing to read 'Keith Taylor', with a long horizontal line underneath it.

Keith Taylor,
On behalf of Keith and Helen @ TOB and Gez and Gareth of Stardotstar.