

BACK BUSINESSSHIP 2017

BACKTOBUSINESSSHIP 2017

Returner Placement Programme Briefing Overview

As part of this year's Back2businessship programme, we recently held a breakfast briefing welcoming senior representatives from across the MMC sector to introduce them to our Back2businessship 'returners' placement programme.



At the meeting, we heard from companies such as **HP**, **Golin** and **Save The Children** that have successfully hosted Returnships for returning parents. We discussed why these businesses are so committed to helping talented, experienced Marketing/ Communications professionals back into work after taking time out. They also shed light on how they facilitate paid Returnships.



GOLIN

R/GA



[@b2businessship](https://twitter.com/b2businessship)



Returners from previous year's programmes spoke honestly and warmly about the ways in which their paid placements have been career defining in helping them bridge the gap back to work.

As before, **Golin** are partnering with us for our 2017 programme. We are also delighted to welcome **Creative Equals** as a partner to the programme. We heard some insightful statistics from Ali Hanan of Creative Equals. Amongst them:

- Just 12% of creative directors are female
- 55% of mums say marketers do not understand them
- 91% of women say advertisers do not understand them
- 7/10 mums would like to get back to work
- Over 30% of businesses could benefit from 66 million extra hours
- The British economy could raise to 62.5 billion!



GOLIN

R/GA



@b2businessship



Programme Low-down:

- It's for parents who have taken from 2 years and up to 10 years out of the workplace looking after their children and now want to come back and work flexibly.
- It is a practical, experiential programme often working on a project.
- It's often very easy to fit back in; usually not much has changed as much as you think it would.
- It helps you to get prepared with such things like CVs and work practicalities.
- There are real business benefits to taking returners on including – financial benefits.
- Gap on your CV – **Placements are so important in the returnship as they bridge the gap on your CV and enables you to speak a about recent and relevant work.**
- Many returners want to work full-time, but flexibly.

What you get from a returnship?

- Great talent
- A talent pool more motivated –a lot to prove!
- Maturity – reverse mentoring
- Rewarding Halo effect – involved in something important as an organisation.



GOLIN

R/GA



@b2businessship



What you need to make the returnship successful:

- Senior buy in
- Make sure you challenge assumptions or presumptions from a CV
- Look at quality and skills – ignore the gap!
- Make sure everyone else in your company understands the programme
- Think about the job design and role e.g. specific projects, ops role, hybrid role moving to client facing. – Perhaps partner with the client whom the returner is working with and do a few weeks there.
- Attentive line management.
- Outline the deliverables – what the role is going to be, process and objectives – also helps Golin or organisation to see what your strengths are.
- Flexibility – it's important to focus on the outcomes rather than the hours.
- Culture – ensure from CEO to junior level there is equality and flexibility to all as this improves productivity, retention and hiring the best talent. In addition, the support of the whole team and organisation is key.
- Training and Support – ensure there is a good induction programme where you are fully briefed on all systems (down to meeting rooms). Having a Buddy is also beneficial as you have a friendly face that can support your time there. Access to all of the training that the company has already.
- Developing – Looking at this as a long-term perspective for support and advocacy.
- Be proactive! – Have objectives and goals in mind. Do courses.
- Have a clear vision and an end goal from what your company wants from the returnship.
- Be creative with budgets. (E.g. a consultant budget).
- Put the returner on a project that would be the value and' help with business goals.
- Do not overlook the talent that these women and men have because it improves you and your business.

Key Experience of Employers

- Found the programme great as it was a lateral step into fields of alternative skills and stretched the talent pools



GOLIN



R/GA



@b2businessship



Experiences of Returners

- 'Senior level experience with enthusiasm of a graduate.'
- 'The programme is full of motivated, capable women.'
- 'Line manager support so important!'
- 'The whole experience has been transformational on a personal level'
- 'Returnship at Golin made me believe in myself.'
- 'We are not returners, we are women or men that was great quality and skills.'
- 'I was really nervous about being stereotyped, but I really had nothing to worry about – the team were so welcoming.'
- 'The returnship has really helped with my confidence, I've met a fantastic bunch of returners and broadened my network'

Lessons learnt with practicalities of taking on a returner:

- Do not undervalue the women – do not undervalue yourself
- You should be paid for the level of the role that you are doing, regardless of if its fixed term etc.
- Do not be scared to offer them a challenging position that is a benefit to you as a business.
- Have a specific project to put them on.

Back2businessship Speakers

Speakers included: **Amanda Fone** and **Liz Nottingham**, Co-Founders of Back2businessship and **Ali Hanan**, Founder of Creative Equals. **Jane Fordham**, Executive Director Marketing & Talent, Golin PR, **Vanessa Godsel**, Head of UK and Ireland PR, HP with **Jan Sanghera**, **Kirsten Walkom**, Global Communications Director, Save the Children with returner **Joan Reilly**, **Clare Jones** independent consultant & **Jacqueline Gaskill** both 2016 Alumni

The 2017 Programme

Applications are now open for the 2017 Programme which will take place in November.

We will then be actively looking for returnship opportunities for the delegates from January 2018.

To learn more about how you can become involved, please email us at back2businessship@f1recruitment.com



GOLIN

R/GA



@b2businessship

