

Company Partner



Value skills and experience of a more mature workforce. Show that you are committed to better diversity at mid to senior level.

1

A pro-active supporter for hiring people over 45-50 yrs

2

Committed to flexible working patterns beyond COVID and non linear career paths

3

Keen to engage with Returners (women and men) who have had time out for caring reasons

4

Committed to increasing levels of representation from black, Asian, minority ethnic communities

5

Keeping the gender & ethnicity pay gap front of mind

6

Focused on social mobility

What is Back2Businessship?

We are the only UK Marketing, Digital, PR & Sports Marketing focused Returners programme that upskills, trains and supports the “return” of top talent into the workplace after a family/caring career break.

The Marketing Comms sector is full of young people. Our Returners programme digs out experienced and mature professionals who want to get back to their careers and contribute to the success of a business.

Over 400 delegates have already graduated from the programme since 2013 and secured roles at leading marketing and communications agencies and blue chip companies, including Vodafone, Deloitte, VCCP Business, Fleishman, APCO, Hanover, Golin, Team Spirit, SEC Newgate, Oracle, Rolls Royce, KPMG, Arc'teryx, ISI (Independent Schools Inspectorate), The Advertising Association, Royal College of Psychiatrists, TogetherAll, Leathwaites Wine, Great Ormond Street Hospital, The Eden Project, Dept of Energy & Net Zero,

“

The programme has delivered over £12 million to household incomes and £3 million to the Treasury through income tax and ENI contributions. We are making a real difference.”

Many marketing, communications and sponsorship agencies and in house marketing, PR & corporate affairs teams 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 largely untapped talent pool that is being ignored by many organisations.

“

The programme gave me an enormous sense of renewed confidence in my own abilities as well as sense of not being alone and part of a group as well as part of a generation that are trying to find their way through the inequalities of the current system.”



HOW THE PROGRAMME WORKS

A 6 DAY FACE-TO-FACE BOOTCAMP OVER 2 WEEKS

Weeks beginning 17th & 24th March 2025

25 sessions

The course consists of 25 interactive sessions presented by experts in their field. All presenters offer their time pro bono.

Outcome focused

Focused on outcomes: enabling experienced Returners to get back to work and into jobs as well as upskilling to re-boot their careers

Skills specific modules on the impact of data and analytics on marketing & communications strategies, what to expect from Immersive Technology, AI, Robotics and the impact of technological change, the 24/7 'always on' News Agenda, social media, ESG and the blurred line of PESO.

Practical **career skills sessions** on navigating on line job applications, creating a platinum LinkedIn profile, interviewing in a post COVID world, negotiating skills and managing imposter syndrome.

Culminating in an informal but focused **networking event** where delegates meet leading companies eager to meet and hire Returners.

2024 Delegates

3-15

YEARS

Length of extended time people have taken out of their career for caring reasons.

47

YEARS OLD

The average age of delegates.

35%

People from Black, Asian, minority ethnic communities.

25%

People from lower socio economic backgrounds.

100%

All from digital, marketing, PR, communications & sports marketing backgrounds.



The calibre of the returners on the programme was quite simply outstanding. We could have hired many of them into current vacancies. I have changed my mind totally about what to expect from Returners”.



It was quite simply career life-changing. I came out of each day walking just a little bit taller. My attitude went from “I need to accept I won’t be able to get a job and a career like I used to have” to “I’m determined I will, and this is now the next stage of my career”.

£6,000
+VAT

Become a Company Partner

- ✓ Promoted as a Company Partner across all marketing & social media channels.
- ✓ Company workshop with Returners.
- ✓ 1 hire no recruitment fees.
- ✓ Additional positive internal and external employer benefits of partnering with an established Returners Programme particularly one that is Marketing, Comms & Sponsorship discipline specific.

20% of your Partner fee will go towards a bursary fund for those delegates from lower socio economic backgrounds. The rest of your fee goes towards the costs of delivering the programme. The programme is non profit making.

£12,000
+VAT

Become a Headline Partner

- ✓ Opportunity to host the 1st or 2nd week of the programme.
- ✓ Promoted as top tier Partner across all marketing, promotional & course materials & social media channels; a senior company speaker at opening or closing event.
- ✓ Company workshop with Returners.
- ✓ First choice of delegates; 2 hires no recruitment fees.
- ✓ Tailored alignment to your EDI strategy & goals.
- ✓ Additional positive internal and external employer benefits of partnering with an established Returners Programme particularly one that is Marketing, Comms & Sponsorship discipline specific.

Powered By

BACK2024
BUSINESSSHIP Partners

CIPR
ADVERTISING ASSOCIATION
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sse
Rail Delivery Group

MARKETING SOCIETY
Charity Partner
Event Host
FLEISHMAN HILLARD
Charity Partner
Community Partner

VCCP
BUSINESS
Diversity Foundation
HARVARD:
Teamspirit

The Returners programme for Marketing, PR and Sports Marketing Professionals

f1 recruitment ltd has been the delivery partner since 2013.

Who created Back2Businessship?

Liz Nottingham

HR Director & Coach
Liz, has a 30+ year career in the Media, Marketing and PR sector, working for R/GA, Starcom, Grey & Weber Shandwick

Amanda Fone

Founder & CEO f1 recruitment ltd
Co founder of NoTurningBack2020
Amanda has 30+ years recruitment and search experience in Marketing, PR and Sports Marketing