
Purpose Consulting Director

Location: Shoreditch High Street, E1 - hybrid working from home and the office (current policy 1 day a week in the office)

Start date: Immediately

The skills we're looking for: purpose, insight, business strategy and impact, planning & engagement, culture change, organisational development, behaviour change, creativity, client and stakeholder management, business development

Salary: £90-110K + inclusion in company bonus scheme and other benefits

Reporting into: Chief Strategy Officer, Lloyd Burdett

To apply: [Click here to apply!](#) You will be taken to an external website where you will be asked to fill out an application form. Make sure to attach your CV and cover letter. Tell us why Given, why this role and why you.

The Opportunity

In recent years, purpose has risen to the top of business agendas. As the originals in this space (no-one's been doing this longer than we have) we've helped clients like IKEA, John Lewis Partnership, Bupa and Lloyds Banking Group on their purpose journey, helping them truly unleash the power of purpose in their organisations and the wider world. For more than a decade, we've used ideas to fundamentally rethink the role businesses and brands play in the world, while capturing imaginations and changing behaviour.

We believe to do this well you need to put people at the heart of the process and transformation, as well as bringing brilliant strategic thinking and amazing creativity. . That's why we have strategic consultancy and an in-house creative studio all under the same roof. We're ambitious about leading the purpose transformation agenda in the UK, Europe and internationally as we evolve our offer and the range of work we do for clients.

Our offer cuts across the full purpose journey, from the development of a true purpose and purpose strategy for businesses and brands, helping them embed this purpose in their ways of working, culture and decision-making, and activating it through customer-facing comms, brand experience and product and service innovation. For many of our clients who have a purpose, one key tension and focus is about truly living it day-to-day, embedding their purpose more fully into every aspect of their business. For that reason we have created a new senior role specialising in this area, the part of our offer we call "embedding purpose".

As examples of the diversity of the kinds of work we do in this area, in recent times we have:

- Developed a new set of values to put purpose at the heart of culture and decision-making processes for the Lloyds Banking Group;
- Helped the John Lewis Partnership engage 78,000 Partners to ensure everybody understood, believed in and felt ownership of the company's purpose, and could use it in their work every day;
- Helped OVO make it easy for all their employees to 'find their thing' and take action in support of their ambitious Plan Zero; their strategy for zero carbon living;

-
- Helped Anglian Water engage 11,000 colleagues in a bold new vision to deliver exceptional customer service, led by 800 managers who inspired their teams to change their behaviours.

We are therefore looking for a Purpose Consulting Director, with a depth of experience in this area who can:

- Lead some of our larger purpose transformation programmes and projects for our clients;
- Become a trusted adviser internally and externally on how to 'embed purpose' in an organisation's culture, ways of working and decision-making;
- Help to evolve our offer, approach and thought leadership in this area;
- Also feel flexible leaning into work relating to other parts of the offer, including more creative and comms related aspects - relating to clients' desire to activate their purpose through campaigns, corporate comms, brand experience etc;
- Play a broader role in Given's Senior Leadership Team (SLT) and the leadership of the strategy team.

We are a dynamic and nimble agency so alongside the focus on embedding purpose & purpose transformation you must feel comfortable stretching your skills across the full range of strategic and creative services that we offer. This could be anything from defining a business' north star purpose to embedding it through culture change, internal communications & employee engagement, developing a sustainability or social impact strategy, or helping develop corporate or brand level communications or activations that bring it to life in the real world through campaigns, marketing, brand experience or innovation.

About you

We're ideally looking for someone who has been there and done it, i.e. with many years of practical experience of advising on purpose, change and communications with senior audiences in large organisations. Your background and experience might be from a strategic consultancy, client side or from a brand strategy or purpose-led agency, giving you an understanding of what it takes to drive and activate meaningful engagement and change in often complex businesses.. You'll be motivated by the purpose opportunity and work, and understand the world of strategy, culture change, brand or corporate communications.

The ideal candidate would have leadership experience and strategic thinking skills, the ability to manage complex clients and stakeholders, great communication skills, as well as the ability to bring a clear point of view that's based on past experience and work in a fast-paced agency environment. This would ideally include experience of working with creatives (like those in our creative team who basically represent an in house creative agency, linked to our work on activating purpose through corporate comms, brand campaigns as well as internal comms campaigns).

You'll be motivated by growing the purpose transformation / embedding purpose part of the offer, managing & coaching others in the team and delivering on the purpose opportunity for clients. You would also be accountable for parts of our offer around embedding purpose and would contribute to articles and thought leadership to help shape our point of view in this area as part of our broader new business and marketing strategy.

Key responsibilities of the role:

- **Client leadership and project direction**
 - You'll be a senior, expert practitioner and able to lead multiple projects at the same time from proposal & pitch to execution, especially in the developing & embedding purpose space
 - You'll provide leadership and direction to junior colleagues and be accountable for delivering exceptional quality work to clients
 - You'll also become a trusted adviser to some of our more senior accounts and clients who are trying to understand what it takes to deliver purpose transformation and engage their people at all levels in that agenda
 - You'll be responsible or play a leading role on at least two key client accounts (£150k+) and grow the value of these accounts year on year
 - You'll lead strategic thinking on projects, supporting the team to produce quality, insightful, and relevant recommendations
 - You'll bring a confident and well articulated perspective on projects, offering challenge and solutions to better our work

- **Offer development, thought leadership and new business**
 - You'll be a subject matter expert on what it takes to drive change in an organisation, developing internal and external (client-facing) perspectives and coaching others within the agency on what it takes to drive change (what we call "embedding purpose")
 - You'll play a leading role in developing parts of our offer, linked to developing and embedding purpose and associated thought leadership (eg short articles and blog posts) to underpin this offer, along with other members of the team
 - We expect this to be based on a combination of refining what we already do and bringing new thoughts that pioneer elements of culture change and business transformation to help improve our offer and thought leadership in these areas, based on your own experience.
 - You'll also play a role in creating and responding to new business and briefs across the full range of our offer, in particular playing a leading role on proposals and pitches;
 - Proactively bring new business into the business and leverage your own network;
 - You will have an annual new business target of (TBC, but certainly above £500k)

- **Managing people & leading teams**
 - All of our Directors and Associate Directors in the Strategy team manage a small team (of usually 2-4) people, usually related to their core offer area / area of expertise, and we would expect this to be the case for this role as we continue to expand the strategy team at all levels. (NB. we are also currently hiring for a series of more junior-mid level roles in the team)
 - You'd obviously also be playing a leading role in leading & managing project teams, collaborating across strategy, client and creative teams
 - You'll also play a role, alongside other Directors, on Given's Senior Leadership Team (SLT) and the senior leadership of the strategy team, alongside the CSO and our Creative Strategy Director, helping drive culture, performance, engagement and wellbeing across the team and the wider business.

For our people

- Hybrid working, with only one fixed team day in the office a week
- We offer 26 days paid holiday per calendar year pro rata, plus public holidays. We also close the office between Christmas and New Year, which is in addition to your paid holiday allowance
- Company bonus scheme, linked to company and personal performance
- Pension Scheme with Aviva
- Health plan with SimplyHealth
- £100 working from home allowance to help your home office set up
- Work from anywhere for 1 month of the year, after your first year of employment
- Interest free season ticket loan and Bike to Work scheme

Given strives to be an equal opportunities employer and everyone's commitment to this process will be expected.