

## **REGIONAL MANAGER**

### **Job Description**



#### **About us**

MEND (Mind, Exercise, Nutrition...Do it!), is a social enterprise with a mission to reduce overweight and obesity and improve health. We work with local, regional, national and international partners to achieve our shared vision of a fitter, healthier and happier world.

We offer healthy lifestyle and weight management programmes for children, families and adults that are commissioned and delivered by a wide range of partner organisations. We also produce resources for schools and provide training to support people from diverse backgrounds to deal sensitively and effectively with the issue of weight. Our family programmes are currently offered to children aged 2-13. They include MEND 7-13, England's largest community-based child weight management programme that was developed with Great Ormond Street Hospital. To date, over 17,500 families from diverse backgrounds have benefited. MEND's resources for adults include More Active Health; a facilitated self-help programme that increases activity levels and encourages a healthy lifestyle.

In the UK, NHS Primary Care Trusts, local authorities and the Welsh Assembly Government are major customers alongside the health and fitness industry, third sector organisations and a range of corporate sponsors. MEND also has international operations in Australia, New Zealand, the USA and Denmark.

#### **The Role**

The Regional Manager is a critical role, as the primary contact for local teams implementing MEND Programmes and products. You will be the key link between the central MEND team and local MEND Programme Organisers, from partner organisations, developing mutually beneficial relationships. You will also work with regional stakeholder groups and other MEND partners and help organise regional conferences and meetings. Regional Managers need to embody the values and ethos of MEND and be passionate about both the issue of child obesity and providing excellent customer service.

#### **Main Responsibilities**

Regional Managers are responsible for a wide range of duties which include, but will not be limited to:

- Manage relationships across a portfolio of customers and partners proactively
- Ensure efficient launches and successful delivery of MEND Programmes, and support the local delivery of MEND's Sustainable Outcomes intervention for graduates of the programmes. Manage accompanying administration
- Develop and foster relationships with key decision-makers and main customer contacts, keeping good records
- Coordinate training of local MEND teams, ensuring the delivery of equipment and production of reports
- Deliver training to Programme Managers according to MEND standards

- Build relationships with other key regional stakeholders and partner organisations (e.g. associations, industry groups, community and regional organisations etc) to promote regional awareness of MEND and foster/enhance strategic partnerships
- Resolve customer queries to ensure the highest level of customer satisfaction. Wherever possible, anticipate the needs of the customer and be proactive in order to exceed expectations
- Contribute actively to the continuous improvement of MEND's processes and content, gathering feedback from Programme Managers, leaders and participants
- Attend and present at relevant third party conferences / seminars
- Assist in the organisation of biannual regional MEND conferences for delivery teams
- Conduct quarterly and annual portfolio reviews to track progress and proactively identify any issues, proposing remedial strategies if required
- Inform customers of product and service enhancements
- Develop effective relationships with colleagues across all departments to best serve customers
- Work with partnership development to encourage partners within your region to renew contracts, and upsell MEND Programmes and products, by helping sites find/identify sustainability funding opportunities
- Take on additional projects as required and as skills allow.

### **Pay and benefits**

Pay will be competitive and dependant upon experience - £30,000 to £36,000 per annum

Office based in London

You will be entitled to an annual leave allowance of 24 days not including public holidays

Laptop and BlackBerry provided

### **How to apply**

If you meet the above requirements, are seeking an enriching role with a dynamic social enterprise and are passionate about making a difference to childhood obesity we would like to talk to you.

- Please send your CV with a covering letter to [careers@mendcentral.org](mailto:careers@mendcentral.org)
- Closing date 30<sup>th</sup> July 2010

For further information about MEND visit [www.mendcentral.org](http://www.mendcentral.org)

MEND Central is an Equal Opportunities Employer. Please note that as we work with children we carry out enhanced Criminal Records Bureau checks on all staff.

**REGIONAL MANAGER**  
**Person Specification**

	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Extensive experience in account/project management or customer service/ relationship management</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in the voluntary &amp; public sector</li> <li>• Experience of the healthcare, leisure industries, teaching or the public sector would be an asset</li> <li>• Event management experience</li> </ul>
<b>Skills and ability</b>	<ul style="list-style-type: none"> <li>• Exceptional customer service ethic and passion to make a difference</li> <li>• Highly personable, happy to engage proactively with senior managers and present to various stakeholder groups</li> <li>• Effective organisational skills with proven ability to multi-task and manage multiple priorities / projects simultaneously and to prescribed deadlines</li> <li>• Excellent time management skills</li> <li>• Excellent written and verbal communication skills</li> <li>• Effective and committed team player yet self-starter to ensure effective contact is maintained with MEND Central office in Leeds</li> <li>• Ability to foster new contacts and build strong, effective, loyal relationships</li> <li>• Ability to understand customer needs, anticipate changes and respond appropriately</li> <li>• IT literate, with solid working knowledge of MS Word, Excel, and PowerPoint</li> <li>• Extensive experience of face-to-face meetings, presentations, telephone and email contact</li> </ul>	
<b>Knowledge and understanding</b>	<ul style="list-style-type: none"> <li>• Thorough understanding of MEND's values and ethos</li> <li>• Experience of building relationships with organisations from the public sector, particularly the health sector and local authority</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of public sector agencies and public policy in relation to health &amp; social care</li> <li>• Experience of teaching and curriculum knowledge</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Self-motivated</li> <li>• Able to work under pressure</li> <li>• Positive, enthusiastic &amp; able to motivate others</li> </ul>	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree</li> </ul>	
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• Some travel necessary within the UK</li> </ul>	