

MBS

The MBS Group

BUSINESS EDITOR



JOB SPECIFICATION

Position
Company
Location

Business Editor
The MBS Group
Primrose Hill, London (hybrid)

Website

www.thembsgroup.co.uk

Reporting into

Simon Pryde-More - Director, Business Development & Marketing

ABOUT THE MBS GROUP

Based in Primrose Hill, The MBS Group is a leading B Corp-certified executive search and leadership advisory firm. We work with some of the most exciting organisations and brands across all consumer-facing sectors.

As an executive search firm, we place highly qualified leaders in executive and board-level positions, acting as a trusted advisor and strategic partner to our clients.

We are a highly regarded consultancy and are widely recognised as having the biggest search team covering the consumer sectors in Europe.

Founded by Moira Benigson more than 30 years ago, we have unparalleled sector knowledge, a global network of contacts and the passion and commitment to deliver the highest levels of client service. We are therefore able to place the very best candidates in some of the most exciting companies around the world.

Through our work, we've been at the heart of some of the best-known transformations of consumer businesses, we've supported fast-growing brands through international expansion, and we've moved the dial on the diversity of leadership teams.

Our clients span all consumer-facing sectors, including: retail, consumer products and services, fashion and luxury, travel, lifestyle, leisure, technology and digital, as well as the arts, culture and not-for-profit sectors. In 2020, the UK government called on our support to help fix the PPE and test and trace crises. We have since launched a very successful healthcare practice, which continues to grow rapidly.

In addition to chairs, non-executive directors and chief executive roles, we work on executive mandates across all key functions.

For a long time, MBS has been committed to making our consumer-facing communities a better place. We're proud of the work we've done driving the diversity and inclusion agenda, helping key not-for-profits and trade bodies within our sector achieve success, and supporting charities who need consumer talent to thrive. Over the past few years, we've moved to formalise our CSR strategy, and in 2021, made the decision to apply for B Corp accreditation.

BD & MARKETING AT THE MBS GROUP

The MBS brand is well established and recognised amongst the consumer sectors in the UK and beyond; internally the BD & Marketing team sits at the heart of the business, working closely with sector specialists across the business.

Executive search is rarely about the hard sell. Instead, at MBS our approach is to provide colleagues with a series of *touchpoints* – reasons to be in contact with people that matter to us frequently with relevant, interesting and informative things to say. We benchmark ourselves not just against our direct competitors, but also against some of the world's best consultancies across professional services.

Our written content is at the core of this approach. Throughout the week, we produce the MBS News – a daily news bulletin summarising the key headlines from across the consumer sectors. It is read by thousands of industry leaders, executives and investors, including FTSE 100 CEOs. Almost half of our audience are outside the UK, and we have an industry-leading open rate of 48%.

On Saturdays, we publish a weekly column. The column could be discussing a new trend (like the boom of private members' clubs), profiling an inspiring leader (like M&S CEO, Stuart Machin or Sinéad Burke, Founder & CEO at Tilting the Lens), or asking important questions about leadership (such as the role of the Chief R&D Officer).

Not only are we very fortunate to have an opportunity to reach our engaged audience in this way every week, but each article is also an opportunity to speak to leaders in our sectors, whether as the subject of an interview, or asking for quotes to support the piece.

Similarly, our white papers and reports are an opportunity to draw insight from dozens of the most interesting leaders in our sectors. They cover a range of topics, from the true state of diversity and inclusion in the retail sector, where the next generation of pub CEOs will come from, and the Boards of the Future. For some reports, we partner with key industry bodies across our sectors, including the British Retail Consortium, the British Fashion Council and others.

MBS is also well known for its events ranging from small, intimate breakfasts and dinners for 10-12 CEOs, Chief People Officers, Board Directors and investors through to report launches with up to 700 people.

Ultimately, the role of the BD & Marketing team is to support the growth of the business.

EXAMPLES OF OUR WORK



The power and purpose of the Senior Independent Director



Homes, hotels and spaceships: the exciting world of ultra-luxury interiors



THE ROLE OF THE BUSINESS EDITOR

The Business Editor is integral to our marketing output and plays a critical role in keeping us informed and up to date as a business. This is an opportunity for someone who demonstrates enthusiasm and a willingness to learn.

You will be able to prioritise, be proactive, think laterally and take a high-quality client-service approach to your work. You will have a natural interest in research, writing and otherwise communicating complex and interesting content. Most importantly, you will be keen to take ownership of and drive forward the content MBS produces, working as part of a highly supportive team.

SCOPE AND RESPONSIBILITIES

- **Content strategy**
- Produce and own the content strategy in alignment with wider business goals
- Own and manage a dynamic, responsive editorial calendar of weekly columns and social media content that is balanced, supports wider tactical and strategic objectives, representative, and above all, interesting
- Contribute ideas to wider marketing and business development activity
- **MBS News and the Weekend Edition**
- Own the production of the daily MBS News bulletin - a newsletter read by thousands of industry leaders across the consumer sectors, published every weekday at 9am
- Own the accuracy, quality and impact of the MBS News. Including sourcing, selecting and summarizing the key stories of the day, whilst ensuring content is pitched at the right level and broadly sensitive to MBS's external relationships
- Write the weekly article for our Weekend Editions on behalf of consultants in a timely manor, ensuring time for internal collaboration, external input (through interviews and quotes), and time to distribute it in advance.
- Lead or support interviews with leaders
- **White papers and reports**
- Lead on the planning, research, writing and production of all MBS white papers and reports from a content perspective,

- Work with the Director, BD & Marketing and Heads of Practice to ensure they meet wider goals, and working with the Project Manager, BD & Marketing on practical and logistics of production, and distribution
- Lead the framing and delivery of the research and analysis, building intelligent research questions framing findings, distilling the findings into pithy content
- Interviewing leaders where there is no business development interest
- **Business intelligence**
- Ensure a rich supply of market intelligence, actively interrogating information, and regularly sharing findings with the rest of the business to drive business development opportunities. Providing critical contexts and commentary for:
 - Pitches
 - Meetings
 - Trips
 - New searches
 - MBS events
 - External events
 - Developing client and prospective client relationships
- Own and manage our relationship with Signal AI (a machine-learning news monitoring service MBS incubated over a decade ago)
 - Work closely with practices to establish requirements, and actively build, refine and manage Signal feeds which provide crucial intelligence for the business and for the production of The MBS News

- Promote and actively foster a culture of knowledge sharing across the business

RELEVANT EXPERIENCE

The ideal candidate will have many of the following attributes:

- A graduate from a high-performing university
- Previous experience producing written content for publication externally in a professional setting
- A passionate writer with clear, succinct and adaptable style
- Able to understand complex concepts and aggregated/multiple views and distill them into clear, brief messaging.
- Excellent research and analytical skills, able to quickly separate useful information from noise and apply context to assess information relevance
- Systems literate, able to use applications (for example: MS Office, Wordpress, Mailchimp, Asana, Adobe Creative Suite, CRM databases)
- A client-service approach to work and project timelines
- Commercially-minded, able to think in a joined up way, relate market developments to MBS's core interests and see any opportunities and relay them to colleagues
- Collegiate and collaborative, able to build a strong personal reputation and work with senior, time-poor but bought-in consultants
- Rigorous and methodical in approach, taking care in the detail
- Proactive, professional, well organized and focused
- Interested in brands, business and leadership

HOW TO APPLY

For this critical role, we are excited about where a new Business Editor can take us and welcome applications from a range of backgrounds.

To find out more about the role or to apply for the position, please send a copy of your CV as well as a sample of your previous writing to careers@thembsgroup.co.uk.

In the meantime, [visit our website](#) to see more of our content, [connect with us on LinkedIn](#) and [subscribe to the MBS News](#).

OUR VALUES

- **Collaborative** We succeed together as partners.
- **Longevity** We invest in building meaningful relationships.
- **Ambitious** We seek to exceed expectations for ourselves and our clients.
- **Integrity** We strive to do the right thing.
- **Informed** We are always learning, curious and engaged.
- **Passionate** We love what we do.
- **Professional** We are consistently consistent and reliable.
- **Inclusive** We value diversity of thought and background.
- **Care** We take responsibility for our collective wellbeing.
- **Community** We play an active role in bettering the communities we serve.



Certified



Corporation

The MBS Group is committed to accountability, transparency, and continuous improvement.