



Discover your *potential*

TruemanChange

Welcome

To TruemanChange

We're on a mission to help the public sector do change differently. The UK public sector is inspiring. We work with transformational leaders to set up exciting and complex change programmes. We love our clients, and the value we deliver - we make *their* jobs easier by constantly working at the top of *our* game. We're driven to make a positive difference for the communities we all serve, by instilling our key values to **make change happen quickly, cost effectively and compassionately.**

We're not your usual, stuffy corporate management consultancy focusing on processes rather people. We take a more human approach because we care. In everything we do we make sure we are being our best, getting it right, making it better, making friends, and getting it done! These are our values, and we stand by them.

Let us show you what sets us apart from everyone else.

With this recruitment pack we aim to answer your questions, tell you why we're special, and attract nothing short of the very best people with the very best skills. We have high standards, we have integrity, and if you join our mission, we'll have your interests at heart.

the rest of the pack

- 03 Are we a match?
- 04 Why us?
- 05 Why you?
- 06 Careers
- 07 The 100-Day Challenge
- 08 Projects & Programmes
- 10 Business Development
- 11 Management Consultancy
- 13 Change & Engagement
- 15 Finance & Business
- 16 Trainees
- 18 Next Steps



Are we a match?

Recruitment is a two-way process, so this is a good opportunity for you to see who we are, what we're about, and what we are doing daily to create the magic helping us grow. If you like what we're doing, get in touch and make friends, because if there's a match and you have the skill and passion to work with us, and align with our values, we're halfway there already.

It starts with you. Yes, that's right. Our people make our business a success and that's why we recruit differently. We care about public services and it's important to us that you care too. **We are people focused through and through** and that's where it starts. We are looking for the right people to invest in. How does this sound so far?

This recruitment pack has been created to give you a good understanding about who we are, what it's like to work for us, and what opportunities we offer. We don't tie ourselves down with strict requirements because the **roles we offer are flexible** and **we recruit on skill and values** (have we mentioned our values?)



not sure?



If this pack doesn't answer your questions, or you want an informal chat before applying, get in touch.

Why Us?



Honestly? Because we're awesome. Our team is awesome, our clients are awesome, and the way we work is, well, awesome. We provide opportunities for you to share your ideas and help shape the work we do for our clients. We advocate for creativity and innovation, and we **co-design our future together**, democratically. We have diversity of thought, we are progressive, and we embrace people for who they are.

Career progression isn't constrained. We offer **flexible development** and build work around our team's strengths and interests. You may have hit that glass ceiling in your current role, or want to switch roles to use your key skills, but don't know what that role looks like. We have opportunities for ambitious people.

***"I love the flexibility we have to shape the company.
We set goals together and everything feels shared."***

*Sarah: Change Manager/ based near Nottingham/ Parent/
Food Activist/ Doodler*

Hear from our MD Lucy Trueman



the perks

- ✓ We **work remotely**, and offer **flexible hours** for a better work-life balance. Some travel is involved, but we don't have offices and love the WFH life.
- ✓ We have **30 days' leave** (excluding Bank Holidays) and we love to read, which means we take an additional day off for World Book Day.
- ✓ Our salaries, regular pay reviews, and roles are competitive. We're transparent about money and there's **no gender pay gap**.
- ✓ We adopt employee discount schemes and have Employee Assistance Programmes in place. As we grow, **we co-design our T&C's**.
- ✓ We meet as a whole team once a quarter for two days to set our goals, focus on our company and plan the next steps on our **journey of joy**.

Why you?



To give you an idea what we're looking for, these are some of the key skills we've mapped for each of our operational areas.



Senior Skills

Junior Skills

Projects & Programmes

- Industry specialist
- Competitive
- Great network
- Big picture strategist
- Able to make tough decisions
- Influential
- Excellent written skills

Change & Engagement

- Soft & hard change skills
- Good communicator
- Great networker
- Starter/ finisher
- Able to make tough decisions
- Organised and can multi-task
- People-focused

Management Consultancy

- Senior Public Sector experience
- Community group experience
- Great networker
- Industry specialist/sector expert
- Strategic thinker
- Bid writing experience
- Influential thinker
- Transformational leader

Business Development

- Understands the Public Sector
- Understands our clients
- Experience with political environments
- Comms strategist
- Contemporary comms outlook
- Creative thinker
- Eye for detail

Finance & Business

- Highly organised
- Continuous process improvement
- Management accounts experience
- Report writing and analysis
- Budgeting and cost reduction
- HR experience

- Super organised
- Works well with people
- Ordered and structured
- Wants clear career progression

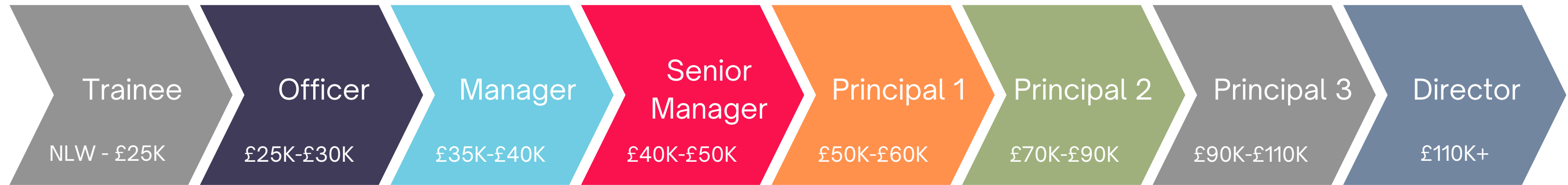
- Soft & hard change skills
- Good communicator
- Excellent written skills
- Starter/ finisher
- Organised and can multi-task

- Public Sector experience
- Works well independently
- Great communications skills
- Project management experience
- Interested in change

- Understands social media
- Creative thinker
- Good graphic skills
- Interested in strategy
- Super organised

- Basic understanding of transactional accounts
- Great with maths
- Good Excel skills
- Eye for detail

Grading Structure



Role	<ul style="list-style-type: none"> • Supports colleagues on projects 	<ul style="list-style-type: none"> • Works directly with clients or internal projects • Manage own workload • Potentially lead small projects 	<ul style="list-style-type: none"> • Manages 1-2 staff, budgets or projects • Responsible for project delivery with minimal supervision 	<ul style="list-style-type: none"> • Builds relationships, generates income • Specialist knowledge • Manages 2-5 staff • Multiple/complex projects • Produces marketing 	<ul style="list-style-type: none"> • Income target • Develops product offering and leads on marketing in specialist field • 2-5 staff 	<ul style="list-style-type: none"> • Income target • Leads on marketing strategy for own field • Speaking at events • 5-10 staff 	<ul style="list-style-type: none"> • Income Target • 10-20 staff 	<ul style="list-style-type: none"> • Income target • 20+ staff
	Provided	<ul style="list-style-type: none"> • Technical training • Support / mentoring 	<ul style="list-style-type: none"> • Technical training • Support / mentoring • Opportunities to develop to manager 	<ul style="list-style-type: none"> • Training on managing staff 	<ul style="list-style-type: none"> • Coaching 	<ul style="list-style-type: none"> • Access to BD support 	<ul style="list-style-type: none"> • Access to BD support and marketing budget 	<ul style="list-style-type: none"> • Dedicated bid writer

Team Structure



We all work towards a common goal: being awesome and making a difference to public services. To achieve this, we split our work into two broad categories: client facing teams, and business teams. Some roles overlap and to give you an idea, we've outlined which roles generally fit into which areas:



The 100 Day challenge

the rules

The 100 Day challenge is unique to us at **TruemanChange**. We want to see the real you and your capabilities, as well as understand if your values are aligned with ours. We don't start with boring application forms as they do nothing but highlight the obvious, "I have worked in project management for 5 years..." Our approach gives us an **open door into what you can really do!** We look at the skills and approaches you use to complete your challenge. **Our candidates love this approach** as it gives them the opportunity to show off their creativity and flare.

The challenge differs for some roles; but the one common theme is to say **how you would achieve a particular objective 'within 100 days' to help our clients.**

The challenge is always related to the type of role you're interested in and based on real client case studies. This is a great opportunity for you to gain a good idea of the type of work you'll be doing with us and see if you like it.

There are no rules. Choose your platform / medium / tools to show off the best of who you are and what you can do. Some candidates use PowerPoint, videos, project plans, Canva. The choice is yours!

Hear from Louise about her 100 Day Challenge



remember...

Send your challenge to us with your CV - and tell us which roles you're interested in. Once complete, send your challenge to team@truemanchange.co.uk

Projects & Programmes



You will be **working mainly with the public sector**, although we do have some clients from other sectors too. Lots of our clients need help delivering projects and programmes. We provide a tailor-made solution to each one, getting the balance right between structure and getting it done. So we're looking for project and programme professionals who know the rules, but also know how to break them.

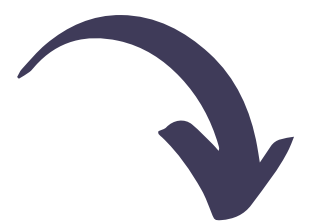
We need to be **flexible, agile and proportionate in our approach**, so we want people who can engage well with others to make a difference - not just be a walking PRINCE2 manual! You'll produce project management documents, help us to provide good governance, and introduce change management techniques.

Current Vacancies

Project Officers £25-30k



ideal skills



Eager to progress

Great network

Competitive

Influential

Team player

Excellent written skills

Able to make tough decisions

Ordered and structured

Big picture strategist

Highly organised

Great people skills



ideal person

100 Day Challenge

projects & programmes



1 The Problem

A UK local authority with approximately 2,000 staff responded to COVID by becoming completely remote, and now they're exploring some options for how they might work in the long term. They're under financial pressure, with several million pounds to find in savings over the next five years. They've got plenty of ideas, and have started some work but there isn't much clarity in what they are delivering and how. Their ideas are around closing offices, stopping non-statutory activity, and creating some shared services. We need to understand the morale of their workforce, and get a feel for how ready for change they are.

2 Your Brief

You've been brought in to support the local authority with a plan to help them understand what their staff want, how they can save money, and how they can continue to provide their services. You'll work to support their heads of service with clarity, and a plan to develop a programme of transformational change to make a positive impact across the whole organisation. They need you to bring project and programme discipline while remaining flexible.

3 What to Include

- How you'll form relationships with the local authority
- An excellent understanding of the client, and the work they're doing
- Your plan for high quality, fit for purpose project documentation
- Clear change management strategies in place to ensure the project delivers the change the client needs
- Clarity around how the project(s) fit together in a wider programme
- How your plan fits in with our values, and how your success will support our growth
- Originality, personality, and your own approach.

remember...



We have high standards, and we stand by our work. Project and programme discipline is needed, but you might need to flex traditional frameworks to fit the public sector.

Marketing & Business Development



We are a **fast growing** business, which means that marketing and business development is **core** to our growth. Our marketing and business development function covers everything from bid writing, to producing content, to organising events and PR opportunities. We need people with experience of marketing and business development on board. You will need to understand our clients (the public sector), have an eye for design and the ability to produce high-quality content.



We're not like other consultancies though, and our marketing needs to reflect that. Our last exhibition we built a living room! So we're looking for creativity and a spark of excitement – we are not about bog standard marketing.

Our Living room

ideal skills

- Understands marketing
- Understands our clients
- Contemporary comms outlook
- Ambitious
- Curious
- Creative thinker
- Good graphics skills
- Eye for detail
- Very organised
- Understanding of social media
- Copywriting

ideal person

Current Vacancies

BD/Marketing Officer: £25-30k

BD/Marketing Manager: £35-40k

100 Day Challenge

Marketing & Business Development



1 The Problem

Our goal is to **double up** over the next 12 months, which means we need a marketing and business development strategy which absolutely nails it! Our work is generated through a variety of channels:

- Existing clients and networks
- Leads generating through events
- Marketing campaigns
- Formal bids and tenders

We need to grow our network along with our core value: **make friends**, and continue to set ourselves apart from more traditional 'stuffy' management consultancies. We pride ourselves on being **human** and **approachable!**

2 Your Brief

You've been brought in to generate a 25% increase in lead generation in your first 100 days. Our target market is Directors, Executive Directors and CEOs of public sector organisations. We offer a range of products and services, and you will be working closely with our Principal consultants to help them nail the offer even more. You have a budget of £10,000 to achieve your goal.

3 What to Include

- How you will develop the right strategy and plan to deliver the 25% increase in lead generation in 100 days
- What tools and assets you will use, and some initial samples of your ideas
- What marketing activities you foresee doing in your first 100 days
- How you will determine the target client and how you will reach them
- How you will present our organisation in terms of branding, tone of voice and messaging
- How you will measure your success.

remember...



Take a look at our website to see what assets and tools we currently use, but don't be constrained by this: this is your time to shine as a marketing professional! We can't wait to see and hear about your ideas.

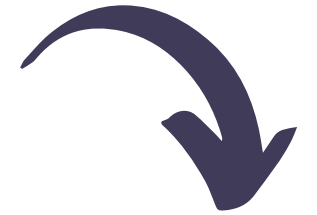
Principal Consultants

Management consultancy is difficult to get right. For too long, over-priced and standardised consultancy has made some parts of the public sector rightfully wary. On the face of it, private consultancy and public sector values clash. **We're here to change that;** our management consultants are former public sector leaders who want to take their experience and use it flexibly to support public sector colleagues from the outside, working in partnership, making friends, and leaving a trail of improvement in their wake. Our Principal Consultants are the **most senior** people in our business. They juggle three important areas:

- Generating income
- Strategically overseeing client work
- Leading their teams.

At Trueman Change you will have the change to build your own product/service offering and take it to market with the support of our business development function. As you generate the work you will **build your own team**, training and leading them in the Trueman Change Way. You'll be comfortable working to targets, and will have the **freedom** and autonomy to create your own way of making a difference to the public sector. Your career will grow as your team does, so we're looking for an **entrepreneurial** and **ambitious** mindset!

ideal skills



Senior public sector experience

Specialist in field

Great networker

Project & programme management skills

Entrepreneurial Mindset

Proven leadership skills

Passion for change

Bid & content writing experience

Industry specialist/sector expert

Strategic thinker

ideal person

Transformational leader

Current Vacancies

Principal 1: £50-60k

Principal 2: £70-90k

100 Day Challenge



Principal Consultants

This challenge is a little different. Management consultancy is **broad, flexible, and creative**, and we want you to be able to show us your specific expertise and skill set. Your role as a consultant is to build a solution to one of the below problems, take it to market and to build a team (or business unit) to deliver this for multiple clients. Choose just one of the below problems and share with us your approach for your first 100 days.

What to Include

- Which problem you have chosen and how you would solve it for potential clients
- How you would take it to market and generate incomes
- Your approach for building a team and growing your business unit
- How you would build a network of clients, and juggle different projects
- How you will measure outcomes to ensure our clients get the best.

Common Customer problems

- 1** Doing change well: in a post pandemic world many of our clients are thinking about how they are able to do change in a more human (and less process driven) way.
- 2** Saving money: Many public sector organisations are looking to save money. How can they do change well during such difficult circumstances?
- 3** Rapid grant delivery: UKSPF, COMF, Levelling Up etc. all required grant delivery infrastructure which some local authorities just don't have in place.
- 4** Co-design: is it a 'buzzword'? Many public sector organisations know they need to do more, but are unclear how.
- 5** Culture change: the phrase on everyone's lips, but how can you help our clients achieve it?

Change & Engagement



If your cup of tea is less about structure and process, and more about engaging with people, you might find our change and engagement roles are for you.

You'll be working with a wide range of stakeholders to deliver meaningful change, and supporting teams and individuals through the process. We have a bespoke approach to change: the **TruemanChange Wheel** and Change Accelerator Programme. People are at the heart of all meaningful change, so we're always on the lookout for people who know how to engage with others, and have a good understanding of the emotional side of change.

Many of our clients need help engaging with their staff, or their residents and communities, or support through the change process. Have you worked directly with **communities** to facilitate **co-production** or affect change? Or do you have a background in communications or change management? You might be working on change plans, running workshops or drafting communications strategies. If so, these are the roles for you!

ideal skills

Starter/finisher

People focused

Able to make tough decisions

Good networker

Great at building relationships

Soft & hard change skills

Good communication skills

Excellent written skills

Very organised

Good multi-tasker

Excellent facilitation skills

ideal person

100 Day Challenge

change & engagement



1 The Problem

A medium-sized non-departmental government body needs to improve how they do change, they need to modernise and improve the morale of their workforce of 65 staff, most of whom have worked there for over 15 years. Change programmes have come and gone over the years, but none have quite landed, and people describe the culture as old fashioned and 'stuck'. They are specialists in their field and they work in a semi-political environment. They want to engage with stakeholders and they like the idea of co-production but aren't sure it's for them.

2 Your Brief

You've been tasked with getting to know staff, stakeholders, and senior management. Understanding their culture will be key to designing a change programme to fit this unique organisation. You know change may be tough, and you are asked to design a sensitive but progressive plan to build consensus on change, understand drivers and barriers to change and to reflect back to senior leadership how they can best approach a change programme that will make a difference.

3 What to Include

- How you will approach understanding their culture
- Which change models you might draw on, and how you will apply change management to your approach
- How you will be sensitive to their needs while being a critical friend
- Your plan for engaging with staff, leadership, and stakeholders
- How you will progress this brief within 100 days to a place of being able to then move forward with the change itself
- Your approach to internal and external communications
- How your plan fits in with our values, and how your success will support our growth
- Originality, personality, and your own approach.



There is no right answer. We approach change differently for each client, and while we do draw on existing change models, we apply them flexibly. This challenge is about your approach and understanding of change, and we all do things differently.

Finance & Business



We're a fast growing business, and our back office needs to keep up! At **Trueman Change** you have the opportunity to be part of a growing business as it scales up over the next 12 months. We are small and dynamic and we need people to help us stay organised, and help to streamline our systems and processes.

Current Vacancies

Executive PA £30-35k: help us to keep organised! Booking events, hotels, travel, managing emails, organising training and team away days. You'll be the hub of our management team, making sure everything runs smoothly (even making sure our MD has her pet sitter booked for that conference she's attending – because yes, she has forgotten in the past!) Your job will be to reduce our stress levels and keep things running to our very high standards.

Finance and Business Support £25-30k: As we scale up we need to get more and more business like. Working with our Finance and Business Manager you will be processing invoices, providing HR admin support and keeping our paperwork in order!

ideal skills

Willing to learn

Experience in team leadership/mentoring

Eager to learn

Previous HR experience

Management accounts experience

Strong excel skills

Report writing & analysis skills

Process improvement

Budgeting & cost saving

System implementation

Excellent organisation skills

ideal person

100 Day Challenge



Finance & Business

1 Executive PA

Our Managing Director and Senior Team need help being organised! Our MD Lucy has a never ending stream of trips to organise for client work, events, and conferences. She travels around the UK and regularly needs train travel, hotels and parking arrangements booking. We have quarterly team away days, senior consultant meetings, and inductions for new staff. We are also currently designing a training programme for new staff which will need administering and events booking. On top of that you'll act as personal assistant to our MD, ensuring she has everything she needs in place to focus on work (including some personal tasks for example managing tradespeople and home staff such as cleaners and dog walkers).

In your 100 day challenge, tell us how you would go about:

- Getting us organised!
- Ensuring the above events run smoothly
- Reducing our stress levels
- Supporting our MD to get everything done.

2 Finance & Business Admin

We need to get more business-like and fast. We need to know we're on track financially, and we need to process recruitment and new starters quickly and efficiently. Tell us how you would:

- Run smooth systems and processes to make sure you can stay on top of invoicing, paying suppliers, monitoring recruitment and the onboarding of new staff and other key back-office tasks.
- Support the Finance & Business Manager to free up their time.
- Help us to track KPIs to ensure we're on track.

remember...



Please choose one. Make the best choice to suit the role which you are applying for, which showcases your skills and experience. We are always up for new suggestions and ways of working to speed up our processes.

Trainees



Training with us is a fantastic way to break into project/change management, business administration, marketing and consultancy - depending on our vacancies, your interests, and your passions. There are opportunities for apprenticeships, officer roles and genuine development.

 is this you?

- 1** You're looking for practical experience, knowledge, and mentorship. You want to build a career with flexibility, be part of a co-design culture, and you want to work in a progressive, human-focused company.
- 2** You want a competitive salary while training, and to work for a company that understands work-life balance.
- 3** You're happy to work from home. You're also happy to travel periodically, take part in quarterly company away days, and be flexible about your approach.
- 4** You love to learn! Learning doesn't stop when a traineeship ends, in fact it's one of our running goals for everyone at **TruemanChange**. As a trainee you're taking on learning as a job.
- 5** You want to be heard. Being a trainee isn't a passive, bottom-rung-of-the-ladder job here, you could be the future of **TruemanChange**.

Meet Charlotte



Charlotte joined **TruemanChange** as a Kickstart trainee after graduating. She joined us as a Business Development Trainee and took an interest in digital marketing and social media management.

After six months, Charlotte began an **apprenticeship in digital marketing**; a year-long course with online learning sessions and weekly tasks to build on her real-world experience with us.

I love the flexibility and support I've been given at Trueman Change. I've managed a new website project, implemented a CRM system, and even dipped my toes into client work. I've been encouraged to find my own path, and for me that's the digital marketing side of our work...at the moment!

Being a trainee isn't a junior position here, it's a development role and I sit on our management team meetings as part of our democratic culture.

100 Day Challenge

traineeships



1 The Task

Once a quarter the **TruemanChange** team spend two days together in person. Each 'away day' is in a different UK city and we use this time to socialise, work on our business goals, and **co-design our future democratically**. We have fun, but these are long days, we work hard and we come away feeling both energised and tired! To make our away days as positive and productive as possible, we need great organisation.

2 Your Brief

You are asked to organise the logistics of our next away day. We're not sure which city we want to go to, but we know we want to include a great meal out, a city-centre hotel and an activity for the team in the evening. You have a budget of £4K (for everything) and need to accommodate 12 people overnight. We need a hotel with conference facilities, breakfast, lunch and tea breaks, with decent transport links. We have a few different dietary requirements and we like to give the team options for activities. All information, bookings, activities and schedules also needs coordinating.

3 What to Include

- Your approach to finding a location, hotel and restaurant that will suit everybody
- Details of how you will keep your information organised and accessible
- A plan for keeping to the budget
- Your approach to sharing information with the team, such as hotels, travel, meals, activities
- How you will manage the accommodation booking, making sure our needs are met for the conference rooms for two days
- How you will make decisions, and how you will access support if you need it
- How your plan fits in with our values, and how your success will support our growth
- Originality, personality, and your own approach

remember...



You might not be able to suit everybody! We're looking for organisation skills, managing information, and communicating with the team about options as well as the final itinerary.

Next Steps



If you like what you've read and think we might be a fit, choose a challenge and get in touch. We're transparent about our processes, remuneration, progression, and work, and our recruitment is no different. We've outlined the process below. If you're not sure where you might fit, what we expect from applicants, or have any questions, let us know - we love to make new friends. All enquiries and submissions go to team@truemanchange.co.uk

remember...



Do your research, get to know us, and what we're about. A great place to start is our [website](#) or our [LinkedIn pages](#).

1. Choose the challenge to fit the role.

2. Submit your CV & 100 Day Challenge. (state which role you're applying for)

3. Leave it with us. We aim to get back to you within a week.

4. Online interviews. (We sometimes offer a second interview)

5. Exceptional new career with Trueman Change!

not sure?



If you have any questions or want an informal chat, get in touch.

