

Deeson Job Scorecard

Managing Director

To take responsibility for all operational, financial and legal aspects of the Deeson business.

Values

Generosity - Ambition - Curiosity

Outcomes

1. Deeson has a strong vision, strategy and business proposition

- a. The company has a clear vision and business strategy that is appropriate to its long term ambitions, operating environment and macro-situation.
- b. The company has a clear service proposition that supports the delivery of the overall strategy.
- c. The company regularly reviews its operating environment to ensure it is responding adequately to opportunities and threats.
- d. The company has a good understanding of its business risks and takes a managed and proportionate approach to risk mitigation.
- e. The company has a clear and pragmatic plan for future business growth.

2. Deeson has the best operational service delivery it can

- a. The agency is delivering projects effectively for its clients.
- b. The agency has appropriate processes in place to support the delivery of projects and is regularly reviewing these to ensure they are fit for purpose.
- c. Team members have the right support, coaching and resources so they can deliver their best work in their roles at Deeson
- d. The agency understands its effectiveness in delivering services to clients and is regularly reviewing opportunities for improvement in service delivery.

3. The agency has the best possible recruitment, people management and internal communications.

- a. The agency communicates effectively so that every team member has the information they need and want to be able to succeed in their role.
- b. Every team member has the support and challenge they need from a line manager and other coaching roles.

- c. Every team member has a professional development plan and the support they need to be able to achieve this plan.
- d. The agency identifies, selects and hires the highest possible calibre of candidates to join the agency.
- e. The agency retains team members to support its aim of having a high quality long term team.

4. The agency has effective sales, marketing and account management.

- a. The agency's brand supports the delivery of its business targets.
- b. The agency delivers cost-effective marketing programmes that support the achievement of its business targets.
- c. The agency has effective sales processes to ensure generation of leads, fulfilment of new business opportunities and achievement of new business targets.
- d. The agency develops and retains client accounts effectively.

5. The agency has effective finance and operations functions.

- a. The agency has appropriate accounting and financial processes in place to ensure effective business operation and to minimise risks.
- b. The agency has budgeting/forecast processes and financial reporting to enable directors and leadership group to understand and make decisions effectively.
- c. The agency manages its operational resources, such as buildings, third party services and facilities, effectively to support the work of Deeson team members.
- d. The agency complies with all relevant laws, legislation and codes of conduct.
- e. The agency obtains and retains valuable accreditations, such as ISO9001, ISO27001 and CyberEssentials Plus