

DESIGNATED DIGEST



THE OFFICIAL NEWSLETTER OF
designated

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Hello! Welcome to our July edition.

Welcome to July's edition of Designated Digest, the sun is shining and everyone's getting ready for the first Summer of restriction free travel, more importantly business seems to be booming for many of you, which is great to see!

This month we are looking at Neurodiversity and what that means in terms of the workplace. Embracing neurodiversity and understanding the needs of your employees can ensure all your staff can excel and work more effectively.

We also hear from one of our senior marketing managers on the skills to look for when hiring a marketing manager and they are more varied than you would usually think.

Finally we would like to introduce you to our management team here at Designated.

Best wishes, Designated Team



Feel free to contact our friendly team. We are always happy to help
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WORKING WITH NEURODIVERSITY

Most people are described as neurotypical. This means their brain functions according to society's norms. However, 15% of the UK population (1 in 7 of us) are estimated to have brain functions classified as neurodivergent, meaning the brain functions differently and has diverse ways of processing information, thinking, learning and behaving.

Neurodivergent traits are present from birth and development in childhood and adolescence but conditions can also be acquired throughout life as a result of illness or other brain-altering experiences.

Neurodiverse conditions such as Dyslexia, Autism, Dyspraxia and ADHD, are more commonly recognised and understood in today's society. However, our workplace is typically set up for neurotypical ways of thinking and doing, so neurodivergent employees often spend a lot of time trying to adjust their work environment to suit their needs.

Data suggests that neurodivergent employees can increase the productivity of a company by nearly as much as 50%*, resulting in increased profits and customer satisfaction. Innovation increases and problems are solved quickly and more effectively.

By understanding the strengths of a neurodivergent workforce and accommodating their needs, companies can strengthen their workforce with out-of-the-box thinking, creative solutions, and more.

So how can employers best accommodate neurodiversity in the workplace and enable neurodivergent employees to excel and perform to the best of their ability? Provide the right tools for staff to do their job, understand the needs of your employees, consider the range of support available and match them according to their needs. Ask what they reasonably feel they need to help them work more efficiently. These are some of the tools that can help:

- Assistive technology filters
- Text-to-speech tools
- Time management software
- Noise-cancelling headphones
- Mind mapping software facilities

Educating employees about neurodiversity can also help to remove any preconceptions and encourage teams to adapt so that the specialist talents of neurodivergent employees can flourish. Visit our website to read the full article and see examples of how you can help neurodivergent individuals contribute to productivity and creativity. [**Read More**](#)



WHAT SKILLS SHOULD YOU LOOK FOR WHEN HIRING A MARKETING MANAGER

If Marketing were easy, everyone would be doing it...sometimes it feels like they are. All experienced marketers will be able to share examples of when they've been approached with some 'helpful social media or marketing ideas' from IT/Sales/HR/Finance, pretty much everyone who isn't working day to day in the field!

In an industry as competitive as marketing it can be difficult trawling through CVs to search for 'the one'. At Designated we have worked with freelancers and full-time marketers for many years and can quickly identify the character and skills that set apart stand-out candidates. We believe your Marketing Manager should possess all the following skills on some level:

Be social media savvy: Love it or loathe it, social is here to stay. A good marketer will know their way around the platforms as well as the most suitable ones for your audience.

Creativity: One of the biggest challenges today is standing out in a saturated market. Your marketing manager won't always have new products or updates and so a bit of creative thinking is required to re-market and re-introduce existing content or ideas in new and interesting ways.

A clear communicator: A marketing manager needs to be able to communicate effectively and start with asking what is going to be the end goal of a project. It often involves gathering lots of information from several departments.

Resourceful: We cannot stress the importance of this skill. If you're a business owner or senior leader, you are going to need your marketing manager to be resourceful. Their work may often involve making something out of nothing depending on the size of your organisation!

A multi-tasker: Any marketer can attest to multi-tasking being a necessity. Having thirty tabs open at any given time, flicking between programs and projects is often second nature to experienced marketing managers.

Data-Driven: If you're looking to hire marketing manager, it is important to consider a candidate's analytical skills. From social platforms to email and website insights to CRM systems, marketing is as much about the numbers as it is about something looking good.

Marketing managers are a great asset to a company. They ensure that the business they work for gets noticed by consumers. At Designated, we have sourced some of the best marketing talent to save you the time. So, if you're looking to hire a marketing manager for 5 hours a week or 35 hours a week, we can provide the best person for the job based on your specific requirements. [Read More](#)



MEET THE DESIGNATED TEAM



Jane Braithwaite - Founder and Managing Director

Jane is the founder of Designated and is heavily involved with running the business as the Managing Director, overseeing all areas with a particular focus on business development. She draws from her successful career in sales, marketing and business development in large corporates and small start-up businesses, to ensure Designated is always delivering the best for its' clients.



Michelle Wheeler - Marketing Director

Michelle has 20 years' worth of marketing experience, both within agencies and on the client side. This has led her to work with brands such as Porsche GB, Aston Martin and Standard Life Healthcare. With this varied sector experience, Michelle has a wealth of knowledge enabling her to deliver from strategy though to implementation. Her drive is to deliver only the best results for her clients on plan, time and budget.



Sophie Brown - Head of Client Services

Sophie has over 15 years' experience in Personal Assistance, Events Management and Marketing, she has worked across large and small-scale events in sport, music, business and the arts. Sophie has a keen eye for detail and is extremely creative. She has been part of the Designated team for over 7 years.



Vicky Garbett - Head of Accountancy

Vicky is the Head of Accountancy and brings with her over 15 years commercial finance experience in various organisations from Private equity to PLC's. Her aim is to make finance accessible to everyone and to act as a clients' financial business partner whilst ensuring a solid robust internal finance function.

We are experts across Marketing, PA, Accountancy, HR and Recruitment.
Ask our expert friendly team about your **tailored support solutions**.

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