



Emma Rose (The Capable Manager)

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The Capable Manager (Emma Rose) has an MBA and is a Licentiate of the Chartered Institute of Personnel and Development.

Following her first career in the music business managing rock bands, she returned to full time employment after maternity leave. With a successful career as an award-winning corporate sales person in two Fortune 500 companies, she started her MBA studies and embarked on a management career.

As a lateral thinker, The Capable Manager's expertise was required in roles that spanned the Private, Public, and Third Sectors - and provided the right foundation for delivering specialist business support for SME's and corporate clients as a 'mini' consultant; selling affordable chunks of management time to entrepreneurs who want support and an extra management pair of hands to look after their people, their processes, or their pounds.

The Capable Manager can help your business achieve its goals and develop and execute successful strategies.

Marketing Strategies

One of the first, and most valuable ways that clients can engage The Capable Manager is through commissioning a marketing strategy. By combining your business information with research and industry standards, TCM helps you define your brand, position it effectively for your market, and provides tangible time-sensitive and priced marketing suggestions designed to make your business better.

HR and staff

As well as A Master of Business Administration, The Capable Manager has been awarded Licentiate status with the Chartered Institute of Personnel & Development. This has enabled TCM to support businesses with staffing issues including: Redundancy, Grievances, Job Descriptions, Recruitment, Performance Management, and Policy Writing.

Branding and Social Media

Working across multiple industry sectors, TCM created a music business brand, developed and implemented a social media strategy, and provided on-site and tour assistance at live performances for Spinefarm Records.

Twitter and Social Media

Working with many businesses such as TalkResults.co.uk (see link) LearnSignLanguage.co.uk, and UKCeed to implement Twitter and Wordpress campaigns which significantly improves organic search results and flow-through to new business opportunities.

Writing

The Capable Manager has broad experience with creative writing including: Blogs, Brochures, Adverts, Newsletters, DVD Covers, Press Releases, Web Content, Music Biogs, and Company Information. This has proved invaluable in optimising websites.

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