

Meet Daniela Mamica, Business Director at Aspire

Aspire™



Women in Leadership



Why do we need to talk about Women in Leadership?

We have interviewed seven of Aspire's extraordinary women who share their personal experiences, challenges, and breakthroughs as they have become the role models they are today.

By giving us their best advice on how to approach a leadership role, things to consider when managing others, and other golden nuggets of advice, we want to help you feel empowered to aim high, and just go for it.

Whether you've toyed with the idea of becoming a manager, looking to claim your position as a business director (or similar), or simply want to get noticed for going the extra mile, these women, and Aspire, are right behind you! We hope this answers your concerns and helps reduce inequalities between genders.

If you would like to get in touch with our female leaders, don't hesitate to drop us a message and we will put your greatness in touch with theirs! Email marketingteamaspire@weareaspire.com.

These personal accounts will advise other women who aspire to take similar paths. The individual interviews will be published in small booklets that people can download from our website. Each week, beginning with International Women's Day, on 8th March, we will release another booklet, showing our support and raising awareness for IWD for a total of seven weeks.



Women in power

First, let's meet: Daniela!

I knew pretty early on that I wanted to go down the management route in my career, even before I knew what that career would be. Whilst I was growing up and throughout my studies, I gained a huge sense of achievement from being part of or helping other people succeed. I also got a real buzz from helping others learn and develop, even when it was helping my younger sisters and brother with their homework.

When I was first promoted to Recruitment Manager, it was a nerve-racking step up, even though, I had already been working towards it. Reflecting back, I think it was normal to feel that way as it is a big responsibility to take on. However, after the initial first few weeks, I knew I had made the right decision and I knew I was here to stay as the job definitely lived up to its expectations, and still does today!

My ability and confidence grew with each team challenge thrown my way and so did my career, as I moved from a Manager to a Director position.

Since then, I have worked for 7 years in Digital and Media recruitment, four of those years managing a team, and three years as a Director where I now manage multiple divisions. I've come a long way from starting at Aspire as a fresh graduate.

Work hard. Show up with a positive and growth mindset

My advice for: Becoming a Business Director

The single most important thing, is knowing what you want first and then understanding your long-term goals, what's next, and after that. It might be cliché, but knowing where you're headed helps you set a vision. Once you know that, be vocal about what you want. Tell your manager how you want to get there, not discounting the people around you, externally and internally.

The how often comes from your manager, to help you recognise the next step. Just make sure your ideas are aligned with business goals. Then, set milestones, timelines, and SMART targets.

Achieving success at the level you are on is a must for getting noticed. That's both, being successful individually, and as a team hitting personal targets. Other things such as being able to develop people who are starting in a new role and helping them grow, can also help you progress. By assisting and developing your team, you will be able to gain experience for your next step.

In a Manager position, you are expected to be team-focused. As a Director, you are expected to be company focussed. So you'll need to think about what is best for the business, and investment.

Don't forget to recognise where your own development needs are. Then plug those gaps, to be the best version of you. With a growth mind-set, you can take on training to develop further. So learn to be inquisitive and curious.

Leadership advice





Getting to grips with leadership

If you want some advice on how to go down the management and leadership route yourself, I've got a few pointers!

1 Get involved

First of all, get involved in anything and everything you can across business – being a manager or leader, means you need to know a lot about the business, how it works and its processes. So, get to know – knowledge is power after all! Consider every junior and senior role and how different functions operate together. Gathering financial knowledge and understanding how the business runs can help you determine how each division is a valuable asset to helping the business generate interest and revenue.

2 Take training opportunities

It goes without saying, but make sure you also take advantage of all training opportunities that come your way. Remember that you don't have to be a manager to teach someone. Offering to help others can really help you get an insight to management and get a flavour for supporting others, challenging you to become a mentor.

3 Seek a role model

Lastly, if you have a manager or others that you admire or look up to, ask them how they got there. Talking to people who lead from example is a great boost for motivation. I was able to look up to the females on the board at Aspire, amazed at what they had achieved and wanting to succeed just like them. If you can see a positive end goal, you're likely to push yourself through challenges to come and have an aim for what a good manager or leader can look like.



Challenges to overcome

I have had a couple of really powerful learning moments that have really help shaped the manager I am today.

Unfortunately, there are still people who don't share the same views which can test your resilience. In fact, I once managed a team member who didn't accept that women could take on managerial or leadership roles. I encountered this quite early on in my career, so it was a difficult situation to navigate.

If something like this does happen, tackle the concerns directly and when they first arise, this is important, no matter how difficult it might seem or no matter how much you ignore it in the hope that it was a 'one-off' comment or action (it never is!). Being open and honest usually helps everyone involved.

Also, it is really, really tough to terminate someone's contract (possibly the worst part of management for me), but the tougher gig for you and that individual, is not doing it if it's just not working out.

The other thing I learned as a manager was that you need your team completely in the same boat, rowing in the same direction. You can teach them how to row, and train them all the techniques but you cannot row for them, so don't be scared to have those tough conversations and ask - do you want to be here? Because if you have a team who all answer with yes - you're on to a winner!



About Aspire

Established in 1992, Aspire is a recruitment consultancy with offices located in the UK, APAC, and the US specialising in supplying talent for a variety of sectors and disciplines such as Content, Data, Digital Media and Marketing, Events, Research and Insight, Intellectual Property, Technology, and Sales.

Aspire is fully committed to Diversity and Inclusion and the fair and equal treatment of our employees and candidates.

We hope this content empowers females to break through barriers and continue to progress into managerial and leadership roles, while enlightening business leaders of the capabilities of such females who can help take their business higher, leaving discrimination behind.

You can find out more about our Diversity and Inclusion policy at: www.weareaspire.com/about-us/diversity-and-inclusion



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Helping you elevate your career
while empowering others