

SSE Cornwall

Cornwall Led Local Development (CLLD) Springboard Programme

Marketing and Communications Specialist Brief

January 2020

SSE Cornwall is seeking a dynamic and experienced Marketing Specialist to provide support to help promote our key activity including our new Community Led Local Development (CLLD) Springboard programme.

About the School for Social Entrepreneurs

SSE was founded in 1997 by Michael Young. Its mission is to address inequalities and social exclusion by supporting social entrepreneurs from all backgrounds to transform their talent into real social outcomes. The SSE runs practical learning programmes aimed at helping develop both the individual social entrepreneur and their organisation simultaneously: our approach, and belief, is that social change is people-powered, and that the most valuable assets and resources we have are human ones.

The School for Social Entrepreneurs (SSE) is the leading UK provider of learning programmes that supports and develops social entrepreneurs: individuals working entrepreneurially to create social benefit.

Our network extends across the UK, Canada and most recently India.

About SSE in Cornwall

Cornwall and the Isles of Scilly have a dynamic enterprise culture that is driving the social enterprise movement by creating sustainable social enterprises-based on people, planet and profit. Cornwall's unique economic and geographic landscape lends itself to partnership and collaborative working, bringing added benefit across the public, private and social enterprise sectors.

SSE Cornwall is an independent Community Interest Company however, our close working and liaison network of schools across the UK and internationally is fundamental to our working relationships.

Our office in Cornwall is busy, friendly and dynamic. SSE is a vibrant organisation; we work entrepreneurially and are hugely committed to providing quality learning opportunities for social entrepreneurs. We continue to enjoy a period of expansion and development. Working here is engaging, exciting and demanding. If you are someone who enjoys creating solutions and contributing your ideas, you'll enjoy how we work.

We work hard to ensure all our activities are of a high quality and integrity is at the heart of all we do. We work collaboratively with our national and global colleagues, sharing good practice, new opportunities and ideas.

In addition to a hugely committed and talented Board of Directors, SSE Cornwall

was recently awarded Ambassador of Year at the prestigious Cornwall Business Awards 2019.

This role is fully funded by ERDF and will be the lead on marketing and communications for our recently secured Cornwall Locally Led Development (CLLD) Coast to Coast programme and will be based predominantly in our Truro office.

Working closely with the CEO, Learning Facilitator(s) Finance Manager and Administrator & Programme Coordinator you will work collaboratively to design, plan a highly effective marketing and communications plan to attract participants to our CLLD Coast 2 Coast Springboard programme.

About Community Led Local Development

Community Led Local Development (CLLD) is an EU funded programme, helping Cornwall to thrive and grow by providing pathways to better economic opportunities by making positive change in core neighbourhoods across Cornwall.

The CLLD areas across Cornwall include:

- West Cornwall LAG
- Coast to Coast LAG
- Atlantic & Moor LAG
- South & East Cornwall LAG

The SSE Cornwall CLLD, Springboard programme will focus its work in the Coast to Coast area which includes Camborne, Pool, Redruth, St Day and Illogan together with Truro, Falmouth-Penryn.

The aim of the programme is to work at grass root level to identify and inspire local people through:

- working closely with partner organisations to help raise awareness of the programme and identify local participants
- support local people to recognise their own potential by working alongside like-minded people sharing ideas and experiences
- helping individuals to collaborate and work as part of team
- building resilience and resourcefulness
- supporting participants on every stage of their journey
- supporting participants to develop and broaden networks
- helping individuals to gain knowledge, skills and expertise and become respected leaders within their own community

- supporting SSE Fellows to become exemplar mentors

We aim to build the trust confidence and capacity of individuals and groups, introducing participants to inspirational people who have faced similar challenges and are now making a difference to their own lives and transforming the lives of others. We aim to support participants skills and knowledge, helping them to learn valuable business acumen skills to enable them to further develop their ideas, aspirations and inspire others within their own communities. Working collaboratively and effectively, we believe we can achieve great things.

'Everybody has the capacity to be remarkable' Michael Young

About You

We are seeking a marketing a communications specialist who has experience of communicating with hard to reach groups, has great people skills and is an excellent team player.

You will have a strong background in marketing and comms and be prepared to work with the team to co-design a marketing strategy for our Springboard programme. Although not essential, it would be useful have some knowledge of the geographical area and understanding of Cornwall and in particular the Coast 2 Coast area.

You will be well organised, have an ability to work at a high standard to pre-set deadlines. Bringing new ideas to the table to help with recruitment, programme planning and delivery. You will be expected to attend regular project meetings, and ensure you fully feedback any changes or updates to the delivery team.

Ultimately, you will be a creative and engaging marketer who adheres to the SSE values bringing your experience of working with people, building confidence and capacity and encouraging them to explore new opportunities.

Contract details

Role:	Marketing and communications
Responsible to:	SSE Cornwall CEO
Contract:	Freelance
Contract Duration:	12 months (February 2020 - February 2021)
Delivery:	2 days per month

Remuneration: £150 per day inclusive

Location: Although some of this work will be undertaken remotely, the successful candidate will be required to work from the office regularly in order to catch up with programme developments and the SSE Cornwall team.

Key purpose of this role

To work as part of the SSE Cornwall team to develop and deliver an effective marketing plan raising the profile and awareness of our CLLD Springboard programme, in the Coast 2 Coast geographical area of Cornwall.

Key responsibilities

- To work collaboratively with the SSE Cornwall team to develop and deliver creative ways of marketing the CLLD Springboard project.
- To gather, develop and share inspiring stories and testimonials to encourage people to sign up to the support offered by SSE Cornwall.
- To target and attract participants and new social enterprises in the core and functional areas to join the programme.
- To promote SSE Cornwall as the go to organisation for people to develop their skills, strengths and networks they need to tackle society's biggest problems.
- To bring a 'can do' approach to all aspects of work.
- To provide expert input to the team to ensure our wider marketing and social media strategies are as effective as possible.
- To undertake any other duties as required and deemed at the appropriate level of the role.

Personal and team responsibilities

- It is important that the successful applicant is a good role model for staff, students and fellows and had a strong empathy with the values of SSE Cornwall.
- Is able to work flexibly and proactively
- To be responsible for their own self - development on a continuous basis
- To carry out their responsibilities with due regard to the company GDPR rules
- To carry out their responsibilities with regard to the company's equal opportunities policy

- To work at all times within the code of the Health & Safety at Work Act 1974 and related legislation

Tender submission:

By email: please return your tender for this work to admin@ssecornwall.org

By post: please return your tender to:

SSE Cornwall
The Workbox,
30 Ferris Town
Truro
Cornwall TR1 3JJ

As part of your submission, please answer the following questions:

1. What excites you about the prospect of working with the School for Social Entrepreneurs? (max 200 words)
2. What is your experience of using your creative marketing experience and expertise to engage harder to reach groups?

Deadline: 5pm Monday 3rd February 2020

Please head your submission: CLLD Marketing Specialist