



# **RECRUITMENT INFORMATION PACK**

**COMMUNICATIONS ASSISTANT / ADMINISTRATOR**

**2016/17**

## Welcome

Thank you for your interest in applying to School for Social Entrepreneurs. We have put together some information below which we hope will help you understand the organisation and the role. For more information please visit [www.the-sse.org](http://www.the-sse.org)

## About School for Social Entrepreneurs

School for Social Entrepreneurs (SSE) is a charity that supports people using entrepreneurial approaches to tackle complex social problems. Our vision is of a fair society where the potential of all people is fully realised.

SSE invests in individuals from all backgrounds who have practical ideas for change. We support people to start, sustain, and scale social enterprises, charities and community projects.

We run practical learning programmes and courses to support people from all backgrounds to realise their potential and bring about lasting social and environmental change. SSE uses an innovative learning approach, which focuses on real world issues and practices.

SSE is a registered charity and company limited by guarantee, established by serial social entrepreneur Michael Young in 1997. We believe, in the words of our founder Michael Young, that “everybody has the capacity to be remarkable”. Our core values are integrity, inclusivity and empowerment.

SSE Central and London School are based in London Bridge. SSE also has a network of Associate Schools (a social franchise) in the UK and internationally.

SSE is currently delivering a UK-wide five-year learning programme in 12 UK locations with the support of Lloyds Banking Group and Big Lottery Fund. SSE also has strategic partnerships with PwC, Linklaters, RSA Group and others.

## The Network Team

This role is part of the Network Team which has responsibility for supporting and developing SSE’s social franchise of schools nationally and internationally. Working closely with the network of schools the Network Team’s main focus is to support all the network schools to be financially sustainable, to provide social entrepreneurs with high quality learning and support and to manage and develop the SSE brand and external communications.

## **JOB DESCRIPTION**

### **Purpose of the role**

The purpose of the communications team at School for Social Entrepreneurs (SSE) is to help SSE engage its key audiences: funders & partners, students & fellows, advocates & the wider social sector. Communications should help SSE articulate its purpose and impact to stakeholders, and help drive strategic goals.

Communications sits within the Network team, supporting communications efforts among SSE's network schools and ensuring consistency of SSE's brand and messaging. The communications team works closely with other SSE functions, including development, impact, quality & learning and programme management.

The communications assistant/administrator is a key part of the communications team, reporting to the communications manager. The communications administrator/assistant supports the communications manager, though the role includes independent working that will require initiative and autonomy.

### **Key responsibilities**

#### **General communications support and administration**

- Provide support to the communications manager and help develop the communications function at SSE.
- Support network schools with communications, overseen by the communications manager. For example, promotion of their activities or help producing materials.
- Support the communication needs of colleagues in the SSE central team to profile SSE's work. For example, working with the development team to produce videos that showcase our impact.
- Ad-hoc logistics support, e.g. for events.

#### **Social media**

- Manage SSE's social media channels on a daily basis (Twitter, Facebook, Instagram, YouTube).
- Grow social media followings in line with targets.
- Work with the communications manager to use social media to drive strategic and project objectives.
- Support Network schools with their use of social media.

#### **Videos & special projects**

- Opportunity to manage standalone comms projects, including managing suppliers and delivering work on time and to a high standard. For example, project-managing videos.
- Coordinate agencies and other parties to help deliver key projects throughout the year. For example, managing the voting campaign for our Social Entrepreneur of the Year Award.
- Opportunity to lead on developing our video content. For example, building up our library of [video case studies](#) by coordinating necessary parties and overseeing production.

## Brand management

- Brand documents in line with SSE's brand guidelines and support SSE Central and Network schools to create on-brand materials.
- Provide support to bring schools in line with brand guidelines, including auditing materials and providing support and training.
- Support the adoption of house style across the network and at SSE central.

## Website & content

- Support Network schools and SSE central in the creation and upload of content to the website and maintenance of web pages.
- Help develop our library of written case studies, leading to ownership of case studies.
- Opportunity to create content to ensure the website is relevant and topical, including case studies and blogs, overseen by the communications manager.
- Audit content across all SSE websites to ensure it is up-to-date and in line with brand guidelines on a regular basis (e.g. quarterly/biannually).

## Printed materials & design

- Support SSE Central and Network schools with the creation of printed marketing materials, including coordinating suppliers.
- Opportunity to develop design skills by using Photoshop and InDesign to design printed materials and digital graphics, if of interest. For example, you might be interested in designing infographics and data visualisations to tell the story of our impact.

## Other

- Any other tasks that may reasonably be required of you in line with the nature and scope of the role.

## Key relationships

This post reports to the communications manager. On a day-to-day basis you will work closely with the network director and network team, SSE central staff and staff at our network schools (across the UK, in India and in Canada).

## KEY DETAILS

<b>Reports to:</b>	Communications manager, overseen by the network director.
<b>Salary:</b>	£20,000 - £24,600 p.a. (dependent on experience) + 5% pension + training budget.
<b>Hours:</b>	35 hours per week (9am-5pm or 10am-6pm, Monday – Friday).
<b>Contract:</b>	Permanent.
<b>Annual leave:</b>	25 days.
<b>Flexibility:</b>	There is an expectation that the successful candidate will be willing to adapt their working hours to suit the needs of the organisation. This post may involve occasional early morning, evening and weekend work or travel within the UK.
<b>Location:</b>	This role will be based at SSE's London Bridge offices in London (SE1).

## PERSON SPECIFICATION

- A great communicator who will be able to build relationships with people at all levels
- Highly competent using social media and teeming with ideas about how to use social to engage audiences and create buzz
- Able to write well for different audiences
- Organised and can manage a diverse workload effectively. This is a busy environment and you will be someone who enjoys having lots to do!
- Would feel comfortable coordinating suppliers and others to produce videos and other projects
- Computer / IT literate
- High attention to detail and passionate about creating great work

### *Desirable / optional*

- Previous paid work or voluntary experience in a communications role
- Previous paid work or voluntary experience in a charity or social enterprise
- Experience of coordinating / producing videos
- Basic understanding of what metrics to use to measure the effectiveness of social media
- Experience of using WordPress
- Interest in producing videos / experience of using video in communications
- Interest in producing graphics or managing suppliers to produce graphics and printed materials

### *Personal attributes:*

- Creative, with ideas about how to improve our communications
- Able to take the initiative and keen to take on ownership of projects
- Reliable: someone who will take personal responsibility for getting the job done well
- Friendly and a positive attitude, willing to be challenged and to try new things
- Someone who works well in a team and in a supportive role to team members
- Commitment to on-going learning and personal development
- Enthusiastic about working for a charity / social enterprise

## TO APPLY

To apply, please send your CV and write a cover letter (ideally 3-4 paragraphs and definitely no longer than one A4 side) explaining:

- 1. Why you'd like to work at SSE**
- 2. Why this role appeals to you**
- 3. An idea for how we could improve our YouTube presence ([youtube.com/thesseorg](https://www.youtube.com/thesseorg)) OR Twitter (@SchSocEnt)**

Please mention where you found out about the role.

**Send your application to [sophie.hobson@sse.org.uk](mailto:sophie.hobson@sse.org.uk) by midnight on Sunday 15th January 2017. Title your email 'Communications assistant/administrator role'.**

Interviews will be held on Friday 20<sup>th</sup> January.

Second interviews (if required) will be held on the afternoon of Thursday 27<sup>th</sup> January.

*SSE is committed to eliminating discrimination and actively encouraging diversity amongst our workforce by developing a staff team that mirrors the rich diversity found in our student population. We will not discriminate with reference to age, gender, sexual orientation, race, colour, religion, marital status or disability.*