



**RECRUITMENT INFORMATION PACK**  
**DIRECTOR OF DEVELOPMENT AND**  
**EXTERNAL AFFAIRS**

**2017**

## Welcome

Thank you for your interest in applying to the 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 the School for Social Entrepreneurs

School for Social Entrepreneurs empowers people to create change in their communities and improve the lives of others.

We support social entrepreneurs: people who tackle social problems by starting, scaling and sustaining organisations. We help them impact urgent issues, such as poverty, health, education and the environment.

We help more than 1,000 leaders of social change every year through courses, connections and support. We develop their impact, networks, business skills and emotional resourcefulness. Our learning approach focuses on peer-support and taking action and some of our programmes are accompanied by grant funding for participants. We welcome people from all backgrounds and our community blossoms with diverse connections.

SSE is a registered charity and company limited by guarantee. We have a skilled and engaged Board of Trustees, an effective and collaborative Senior Management Team, and are in a stable financial position. Our annual turnover was £3.9m for the year ended 31 March 2016, with c£2.2m of this distributed in grants to students or to SSE Network Schools for programme delivery. We have a diverse income mix including a multi-year, UK-wide partnership with Lloyds Banking Group and Big Lottery Fund, a national partnership with Power to Change to support community businesses, long standing strategic partnerships with corporates such as PwC, Linklaters and RSA Group, and funding partnerships with trusts and foundations including Lloyds Bank Foundation and Worshipful Company of Mercers. We also generate earned income through selling places on our short courses and workshops.

Michael Young founded School for Social Entrepreneurs in 1997 in London. Today, our network of 11 schools impacts communities across the UK, Canada and India. We support individuals on a learning journey, creating social change together.

## About the role

SSE recently celebrated its 20 year anniversary and we are now ready for our next phase of impact, influence and growth. This role will suit you if you are excited about the opportunity to have a significant impact on a long-established and well-respected organisation that operates on a global scale.

You will succeed in the role if you believe in the potential of social entrepreneurship to create social change, if you are ready to build exciting new partnerships that will diversify our income and support our long-term sustainability, if you are motivated to harness SSE's global brand and advance our thought leadership role within the sector and beyond, and if you would enjoy being part of a fun but focused team who take their work seriously, but themselves lightly.

This role will also suit you if you are inclusive in approach and attracted by the prospect of working as part of a collaborative team to grow and develop the organisation. SSE's CEO, plays an active role in fundraising and leads some of our major funding partnerships and

business innovations while SSE's Managing Director also plays a significant role in external partnership and business development.

## **JOB DESCRIPTION**

### **Purpose of the role**

The purpose of this role is to provide leadership of SSE's Development and External Affairs function to generate new business income - through fundraising, earned income, and new product/service development - and to increase the profile and influence of SSE's work, supporting our long-term sustainability and impact.

As part of the Senior Management Team (SMT), you will also provide leadership to the organisation and be responsible for the management and administration of the charity within the strategic, policy and accountability frameworks laid down by the board of trustees.

### **Duties and tasks to fulfil the key responsibilities**

#### ***Leadership***

1. Develop the work of SSE in order to achieve and advance the agreed organisational strategic plan. This includes supporting SSE's national and international network in pursuit of strategic aims.
2. Ensure that SSE's values, ethos and policies are relevant, fair and consistently implemented.
3. Develop SSE as an organisation that is constantly seeking ways to learn and to improve its performance.
4. Develop and maintain an environment that attracts and retains the best staff and volunteers.

#### ***Management***

5. Ensure that business and operational plans to underpin SSE's development and external affairs objectives are developed, agreed and implemented. This includes collaborative development and oversight of the organisation's income generation, business sustainability and communications strategies.
6. Identify and implement appropriate methods for monitoring the performance of SSE's income generation, business sustainability, and communications activity and report back to the trustees on performance.
7. Provide effective line management and support to staff in the Development and External Affairs Team, supporting their personal and professional development.

#### ***Business development and income generation***

8. Lead SSE's development strategy to effectively and innovatively resource and deliver a broader range and expanded scale of income in order to meet SSE's strategic aims. This includes income from all sources particularly the corporate sector, trusts and foundations, government sector, social investment and private individuals.
9. Develop a broad range of excellent sector and funder networks and relationships, leading to strategic partnerships that resource our work.
10. Achieve agreed annual income targets through a combination of fundraising and earned income including renewal of existing accounts, securing new business, and direct sales.

11. Test and evaluate the feasibility of new business ideas and opportunities, considering their contribution to SSE's mission and sustainability, and resource their implementation if the strategic and business case is compelling.

### ***External and internal relations***

12. Foster good relationships with key stakeholders including government, statutory, private and Voluntary, Community and Social Enterprise Sector (VCSE) to advance SSE's strategic aims and impact.
13. Champion the SSE brand, to gain support for, and increase understanding of, SSE's value proposition, in particular with strategic partners, funders and other key influencers.
14. Work collaboratively to advance SSE's thought leadership role within the sector and beyond, including securing opportunities for speaking engagements, editorial pieces, media coverage, and the like.
15. Work collaboratively with SSE's Associate Schools to help secure cross-school opportunities, build development capacity, and support the sustainability of the SSE Network.
16. Work collaboratively with the Director of Programmes and Learning to develop and shape new areas of work to meet the needs of social entrepreneurs / social sector leaders, forming the basis for new business development and fundraising activity.
17. Work collaboratively with the Chief Executive Officer and Managing Director to coordinate funding prospects and activities.

### ***Financial management***

18. Play an active role in the annual budget setting process, leading on the development and management of the budget on behalf of the Development and External Affairs Team.
19. Manage financial risks, ensuring programmes and activities are well budgeted and procedures are in place for effective account management.
20. Work collaboratively with SSE's Head of Finance and Resources to develop and maintain effective systems, processes and procedures for developing budgets, tracking income against targets, and for donor accounting / reporting.

### ***General***

21. Carry out other tasks that are within the scope, spirit and purpose of the role.
22. Make an active and committed contribution as a member of the Senior Management Team.

### **Key relationships**

You will work closely with other members of the SMT (Chief Executive, Managing Director, and Director of Programmes and Learning) and have management responsibility for the Development and External Affairs team. This team comprises Development Managers (x4), Sales and Marketing Manager, Strategic Projects Manager, Network Manager (Sustainability), Communications Manager and Communications Assistant. Other key relationships will be with the Head of Finance and Resources and with the CEOs of Associate Schools in the SSE Network.

## KEY DETAILS

**Salary:** Starting £49,436 - £57,609 (depending on experience) + 5% pension

**Hours:** 35 hours per week (normal office hours 10-6 or 9-5, depending on your preference)

**Annual leave:** 25 days

**Contract:** Permanent

**Reporting to:** Managing Director

**Flexibility:** There is an expectation that the successful candidate will be willing to adapt his/her 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, and very occasionally internationally.

**Location:** This role will be based at SSE's London Bridge offices in London

## PERSON SPECIFICATION

- Previous experience of working with senior colleagues and trustees to develop and implement organisational strategy
- Proven experience of securing significant resources from a diverse range of sources including expertise in at least one area of fundraising relevant to SSE – e.g. corporates, trusts and foundations, local government, central government, individual donors
- An understanding of public affairs engagement
- Previous experience of a senior development/professional role, preferably as head of function with previous experience of managing your own team and being a member of a senior team
- Knowledge and understanding of the charity and/or social enterprise sector
- Excellent networking and relationship management skills
- A good communicator - in person, in writing, and on the telephone - who will be able to communicate effectively with people at all levels inside and outside the organisation
- Strong writing and reporting skills, able to produce and quality assure written material for external audiences (e.g. funding proposals, funder reports, annual report)
- Strong numeracy skills, able to prepare and manage project, programme and departmental budgets
- Strong project management skills, someone who is able to identify tasks, timelines, and responsibilities and coordinate efforts to meet requirements
- Computer / IT literate

### *Desirable*

- An existing strong network of contacts that would facilitate success in the role
- Previous experience of communications, policy development and / or public affairs work in a field relevant to the role
- Knowledge, insight and understanding of social entrepreneurship
- Knowledge and / or experience of digital marketing channels

### *Personal attributes:*

- Reliable, someone who will take personal responsibility for getting the job done well
- Entrepreneurial, someone who spots new opportunities, innovates, and makes things happen
- Collaborative, someone who works well with colleagues and in a supportive role to team members
- Hands on, someone who is willing to get stuck in and contribute directly as well as providing guidance and direction
- Ability to prioritise a varied workload
- Friendly and a positive attitude

- Commitment to on-going learning and personal development
- Enthusiastic about social entrepreneurship / social enterprise

## TO APPLY

To apply for the role, please send a copy of your current CV and a covering letter (maximum 800 words) answering the following questions:

### 1. What attracted you to apply for this role?

### 2. How does your previous experience position you for success in the role of Director of Development and External Affairs at SSE?

Please indicate your current or most recent salary, mention where you found out about the role and also include the names of two professional referees, including your current or most recent employer (not included in the 800 word count). Please note that referees will not be approached without your prior knowledge and only following a successful application and final interview.

**Please send your application to [recruitment@sse.org.uk](mailto:recruitment@sse.org.uk) by 12 noon on Wednesday 27<sup>th</sup> September and title your email 'Director of Development and External Affairs Application'. First round interviews will be held on Thursday 5<sup>th</sup> October. Second interviews will be held on Monday 16<sup>th</sup> October.**

*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.*