



school for
social
entrepreneurs

RECRUITMENT INFORMATION PACK
COMMUNICATIONS MANAGER

2016

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.

About the School for Social Entrepreneurs

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

We run practical learning programmes aimed at helping develop both the individual social entrepreneur and their organisation: our approach, and belief, is that social change is people-powered, and that the most valuable assets and resources we have are human ones. SSE supports social entrepreneurs who are working on a 'live' social project, through long and short duration 'action learning' programmes, comprising action learning sets, study sessions, expert witnesses, project visits and individual tutoring and mentoring.

In addition to the London School, based at London Bridge, SSE has a network of Associate Schools (a social franchise) comprising eight schools across the UK, one in Australia, one in Canada and one in India.

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.

SSE is a registered charity and company limited by guarantee, established by serial social entrepreneur Michael Young in 1997.

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

Role Purpose

The purpose of this role is to raise the profile and brand awareness of SSE and to engage a variety of audiences. You will oversee PR and Communications for SSE's student recruitment, fundraising and public affairs activities, promoting SSE across multimedia platforms and generating media coverage and publicity related to the activities of SSE.

The Communications Manager will be a team player, able to manage a busy and varied workload, work to specific goals and develop new ideas and opportunities.

Key Responsibilities

SSE Communications

- Design and execute a Communications strategy to raise SSE's profile as a national and international supporter of social enterprise and social entrepreneurship
- Develop and execute strategies to target and recruit social entrepreneurs for SSE's programmes and courses across the Network
- Develop and execute strategies and activities that increase funder engagement with SSE
- Manage SSE's digital communications activities and engagement with the aim of raising the organisation's profile nationally and internationally
- Raise SSE's profile as a thought leader in the areas of social enterprise and social entrepreneurship and use communications to engage and influence policy makers

Network Communications

- Facilitate and be the primary point of call for effective communications amongst all SSE internal stakeholders – staff, students, Fellows, Franchise Schools
- Deliver capacity building support for the SSE Network Schools staff around communications and marketing

SSE Brand Management

- Develop the brand and strengthen the organisation's visual identity
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all communications
- Ensure SSE's brand guidelines are followed across the International Franchise Network and by all partners
- Work alongside external agencies to develop new programme related brands as necessary

Additional Responsibilities

- Take an active role in representing the organisation at external events, groups and consortia in agreement with the Network Director and CEO (evening and occasional weekend attendance may be required)
- To carry out other tasks that are within the scope, spirit and purpose of the role

Key Relationships

The Communications Manager reports to the Network Director and has line management responsibility for the Communications Assistant. The Communications Manager also works closely with the Programme Officer, Network Managers, Development Manager, Sales and Marketing Manager and network school staff. They will also hold external relationships including with PR and media agencies, donors and other contacts.

Person Specification

Skills and experience

- Strategy development skills with experience of developing and implementing a communications strategy for programmes, activities and/or organisations.
- Relationship management and communication skills, with experience of building relationships with internal and external stakeholders at all levels and from a broad range of backgrounds
- Oral communication skills, with experience of engaging with and presenting to varied audiences
- Written communication skills with experience of tailoring writing for varied audiences and varied channels.
- Leadership and team working skills
- Influencing and negotiating skills, with experience of managing external contractors
- Web and digital media skills with experience of managing a website and social media presence, and of using analytical tools to monitor the ROI of online activity.
- Knowledge of the media landscape and experience of securing media coverage to further organisational objectives.
- Knowledge of fundraising and experience of working with fundraising colleagues using communications to help engage new and existing donor relationships
- Proficient in Word, PowerPoint, Excel and databases
- An entrepreneurial spirit, able to find and to create opportunities that benefit the network of schools and the SSE franchise as a whole

Desirable Knowledge

- Knowledge of the social enterprise sector in the UK and/or internationally

- Knowledge of public affairs and policy environment and experience of using communications to engage and influence policy makers
- Working knowledge of WordPress
- Working knowledge of Salesforce or similar
- Working knowledge of design software

Personal Attributes

- Committed to addressing inequalities and social exclusion, with a clear interest in social enterprise
- Solutions focussed, entrepreneurial, resourceful and adaptable
- Friendly and professional
- Highly organised, able to prioritise a varied and fast paced workload and deliver to deadlines
- A self-starter, able to work autonomously and to make decisions
- A team player committed to working collaboratively to achieve results

Key Information

- Salary:** Starting from £34,776 - £35,543 depending on experience.
5% pension
25 days annual leave
- Hours:** 35 hours per week. Normal office hours 10-6.
Some antisocial hours may be required from time to time.
- Contract:** Permanent
- Reports to:** Network Director
- Location:** This role will be based at SSE's offices in London Bridge
Some travel around the UK Network may be required from time to time

To Apply

To apply please send your CV and a covering letter answering the following questions:

1. What attracted you to apply for this role?

2. How would you engage a new funder audience for SSE and how would you measure your success?

Please use no more than 800 words total to answer these questions.

You may choose any funder group to focus on for question 2

Please send your application to roisin.buxton@sse.org.uk by Midnight on Monday 30th May and title your email 'Communications Manager Application'

Interviews will be held on 6th June.

Unfortunately due to our limited capacity we are unable to provide feedback to candidates not shortlisted for interview.

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.