

Match Trading / SSE

Communications contactor brief

Overview

We're looking for a communications contractor who cares about creating social change and has a decent understanding of social enterprise. We want you to help us raise the profile of Match Trading™, a new innovation in grant-funding for social-purpose organisations, created by the School for Social Entrepreneurs.

You'll have good writing skills, feel comfortable pitching in articles ideas to media, and feel excited about taking the lead on the next phase of our communications for this sector-leading innovation.

You can work flexibly and remotely, from your own home and in your own time, and will only be required to attend occasional meetings at our offices in London Bridge.

We are initially offering £1,800 a month for three months to fulfil our objectives, with the possibility to extend the contract if mutually agreed. How this is allocated against your day rate or against deliverables can be discussed.

Background

Every year, the School for Social Entrepreneurs helps more than 1,000 people learn how to transform their communities and help people in need. We support social entrepreneurs, intrapreneurs and charity leaders. We run courses that equip them with the skills and networks needed to create lasting change. We help in other ways too, like connecting them with funding and mentoring.

We created Match Trading™ to support social enterprises and other social-purpose organisations to become more sustainable. Match Trading is a world first in the social sector: grant-funding that pound-for-pound matches an increase in trading income. By rewarding sales growth, Match Trading incentivises social organisations to develop their trading base, so they can build stronger futures.

Match Trading was publicly launched in September 2017 by the School for Social Entrepreneurs (SSE), with the support of Lloyds Banking Group and Big Lottery Fund. The launch followed a successful pilot that saw social entrepreneurs increase their income from trading by around 90% on average over one year, supported by a learning programme.

Match Trading is being rolled out to at least 500 social-purpose organisations over the next five years. In 2018 alone, more than 300 social-purpose organisations are using Match Trading grants as part of SSE learning programmes.

Further info:

- [About the School for Social Entrepreneurs](#)
- About Match Trading – matchtrading.com
- The Match Trading Task Force is a cross-sector group of 20 leading organisations in the social sector who are guiding the development of Match Trading – further info at matchtrading.com
- Learning programmes with Match Trading grants run by SSE in 2018:
 - [The Lloyds Bank and Bank of Scotland Social Entrepreneurs Programme](#) (Trade Up & Scale Up levels), jointly funded by Big Lottery Fund, with additional funding from the Scottish government in Scotland
 - [The Community Business Trade Up Programme](#), in partnership with Power to Change
 - Forthcoming programme supported by Access (launching later this year)
 - Forthcoming programme supported by Rank Foundation (launching later this year)

Objectives of the contract

The exact scope of the contract will depend on the expertise of the contractor, and their recommendations for achieving our communications objectives. Ultimately, we want to raise the profile of Match Trading, especially to public-sector and third-sector audiences, including funders and investors. (We are also working with a public affairs agency to raise the profile of Match Trading to national government.)

Key deliverables of this contract include:

- Shape the communications strategy for the next phase of Match Trading.
- Identify and target relevant publicity opportunities for Match Trading.
- Pitch in article ideas to media publications about Match Trading, likely targeting third-sector and public-sector audiences.
- Support our senior management team to write opinion-pieces and blogs about Match Trading, tailored to websites or publications. This could mean ghost-writing from a conversation with them, or guiding and editing their writing.
- From time to time, write case studies with social entrepreneurs and community business leaders who are using Match Trading grants.
- If of interest, pitch for speaking opportunities at relevant sector events, likely targeting third-sector and public-sector audiences.
- If of interest, scope to project-manage production of print materials or other assets to communicate Match Trading.
- Attend meetings and briefings about Match Trading as required by the contract – likely no more than once a fortnight, in London Bridge (could also be done by Skype).

- Monitor the results of your work to report back to the SSE team.

Scope of work

- You can complete this contract remotely and in your own time.
- You will need to be available from time to time to attend meetings at SSE's central offices (London Bridge) and for occasional phone-calls within our normal working hours (10am – 6pm). These can be arranged to mutual convenience.
- You will need to use your own equipment (laptop, etc).
- As a contractor, you will not be eligible for SSE employee benefits or sickness pay, and you are responsible for your own tax and national insurance arrangements.
- You'll be guided by SSE's head of communications, Sophie Hobson, but will ultimately be working independently.

Who are we looking for?

- This contract would suit someone who has experience as a charity communications professional, or a journalist or communications professional with a strong interest in social enterprise or the social sector.
- You'll need to be a good writer, with a solid grasp of how to pitch to journalists and how to create content that works for third-sector and public-sector audiences.
- An understanding of why social-purpose organisations often have a mix of income from grants and from trading will be useful, but is by no means essential.

To apply for this contract

Please send the following to sophie.hobson@sse.org.uk by 1pm, Tuesday 14th August.

- Your CV, or a link to your website/bio
- Links to a couple of pieces of your work that you feel are relevant to this contract
- A brief cover email explaining why you are interested in this contract

Fee and next steps

- We are initially offering £1,800 a month (including VAT, if chargeable) for three months to fulfil our objectives, with the possibility to extend the contract if mutually agreed.
- We can discuss how the monthly fee corresponds with your day rate or is measurable against key deliverables.
- Following applications, we will meet in person (or online via Skype) to discuss the nature of the contract and how you would approach it, before awarding the contract.
- Please feel free to ask any questions you might have about this contract before applying with Sophie Hobson, SSE's head of communications, on 0207 089 9120 / sophie.hobson@sse.org.uk