



school for
social
entrepreneurs

Recruitment information pack
Communications coordinator

November 2018

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

We can't fix issues like poverty, climate change and ill-health alone. That's why the School for Social Entrepreneurs exists. We help 1,000 people a year develop the skills, strengths and networks they need to tackle society's biggest problems. We run courses that equip people to start, scale and strengthen organisations that make a positive difference. But we're not a traditional school. Learning with SSE is inspiring, action-based and accessible. We support in others ways too, such as funding and mentoring. Lord Michael Young founded SSE in 1997, and we've grown to a network of schools across the UK, Canada and India. Together, we're changing lives and transforming communities.

This role is based in our SSE London and SSE central offices, in London Bridge, SE1.

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, and a national learning programme for community businesses in partnership with Power to Change. 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.

About the development and external affairs team

From our offices in London Bridge, the Development and External Affairs team leads on a wide range of income generating activities. Our current diverse income mix includes centrally managed, multi-year partnerships across the UK, long standing corporate partnerships with the London School, and funding partnerships with trusts and foundations for individual projects. We also generate earned income through selling places on our short courses and workshops. Closely associated with this, is the creation and promotion of high quality communications to support and develop the SSE brand amongst our funders, students and partners.

We want to further diversify our income, to develop our strategic partnerships, and to enhance our influencing role to be able to support more leaders of social change and to continue to develop our programmes in response to their needs.

Job description

Role purpose

The purpose of the communications team at the School for Social Entrepreneurs (SSE) is to help SSE engage its external audiences: funders & partners, students & fellows, advocates & the wider social sector. It also plays a role in internal communications to the SSE staff team across the network. Communications should help SSE articulate its purpose and impact to our stakeholders, and motivate them to act in ways that help SSE achieve our strategic aims.

Communications sits within the development & external affairs team, collaborating with the development team and shaping SSE's brand and voice. The communications team works closely with other SSE functions, such as impact, quality & learning and programme management.

The communications coordinator is a crucial member of the two-person communications team, reporting to the head of communications. They help to develop the communications function at SSE, supporting our network schools and the central team. Most of their work will be focused on helping to attract social entrepreneurs to our learning programmes, and helping SSE improve our communications. They manage SSE's social media channels and have a broad remit to help shape other communications functions – such as creating graphics and design work, writing case studies, producing video content, managing suppliers and improving the website. They help our network of schools to improve their communications and marketing, and support SSE's head of communications.

Key responsibilities

Just so you know, we don't expect you to have experience in *all* the areas below. We're looking for candidates who have experience in *some* of these areas. You'll be keen to learn about the areas you don't have experience in, supported by the head of communications.

Social media

- Manage our social media channels: Twitter, Facebook, Instagram and LinkedIn.
- Use social media to drive strategic and project objectives, with the support of the head of communications.
- Support our network schools with their use of social media.

Developing visual, video & print materials

- Help build our library of photography, for example by commissioning photographers or finding other ways to source photos.
- Create other visual content, such as animations and infographics. Where appropriate, design materials and create templates for network schools' use.
- Develop videos for SSE (on occasion), by filming and editing yourself or by working with a film production company.
- Support SSE Central and network schools with the creation of printed marketing materials, including coordinating suppliers.

Collecting case studies & media outreach

- Create case studies by talking to the inspiring social entrepreneurs we support and writing up their stories. (See examples here: <https://www.the-sse.org/our-stories/>)
- Develop lists of journalists who could be interested in what SSE does and our student case studies.
- If of interest, write press releases to engage media with our key activities.

Special projects and project-management

- Manage standalone communications projects that you're interested in. For example, managing the delivery of videos, or developing a new series of blogs.
- Coordinate agencies and suppliers to deliver projects on time. For example, managing the production of a brochure.
- Where relevant, liaise with SSE partners and funders on projects they are directly involved with, to ensure their needs are met.

Website

- Hold responsibility for general and ad-hoc website administration, supported by the head of communications.
- Support network schools in the creation and upload of content.
- Create website content to ensure the website is relevant and topical; upload and update content.
- Audit web content across SSE websites to ensure it is up-to-date.

Communications support and administration

- Provide administrative support to the head of communications.
- Help develop the communications function at SSE.
- Support SSE schools with requests for support, overseen by the head of communications. For example, promotion of their activities or help with design.
- Support network schools to correctly adopt our brand guidelines, such as auditing materials, or providing feedback and training.
- Support the communication needs of development colleagues to engage our stakeholders. For example, helping to create slide decks that are well-designed and on-brand.
- Arrange logistics for SSE to attend conferences and exhibitions.

Additional responsibilities

- Play an active role in strategic reviews, planning cycles and other activities that contribute to wider organisational learning and development as relevant within the team and the organisation.
- Carry out other tasks that are within the scope, spirit and purpose of the role.

Key relationships

- The communications team is part of the development and external affairs team
- The communications team consists of the communications coordinator and the head of communications

Person specification

Skills and experience

- Likely to have held a communications role (or other relevant role) for at least one year, though we will still consider your application if you demonstrate you have gained equivalent experience elsewhere - e.g. through volunteering, school/student projects, your own initiatives.
- Strong communications skills: good writing skills and/or a good eye for design.
- Highly competent using social media and teeming with ideas about how to use social to engage audiences and create buzz.
- Desire to learn and develop in the role, and take on more ownership of communication responsibilities and projects.
- Strong attention to detail: for example, being able to identify where documents do not adhere to brand guidelines, or spotting typos in writing.
- Would feel comfortable coordinating suppliers and others to produce videos and other projects, with support from the head of communications.

Desirable

- Familiar with Microsoft Word, PowerPoint and Excel.
- Experience of using design software, such as Adobe's creative suite or Canva.com.
- Experience of, or interest, in creating video content, photography and/or visual content such as graphics.
- Experience of collecting case studies or writing about people's experiences from interviews.
- Experience of using Wordpress or another content management system, or other experience of administrating a website or blog.

Personal attributes

- Reliable and committed: someone who will take personal responsibility for getting the job done well.
- Committed to addressing inequalities and social exclusion, with an interest in social enterprise.
- Creative, with ideas about how to improve our communications.
- Organised, able to prioritise a varied and fast paced workload and deliver to deadlines.
- A team player committed to working collaboratively to achieve results.
- Able to take the initiative and keen to take on ownership of projects.
- Friendly and professional.

Key information

Salary: £25,747 - £26,906 (dependent on experience)

5% pension

25 days annual leave

Hours: 35 hours per week (9am-5pm or 10am-6pm, with one hour for lunch, Monday – Friday).

Some antisocial hours may be required from time to time.

Contract: Permanent

Reports to: Sophie Hobson, head of communications, SSE

Location: This role will be based at SSE's offices in London Bridge in London, SE1.

This role involves occasional travel to network schools around the UK.

To apply

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

1. What attracted you to apply for this role?
2. An idea for how we could improve the homepage of our website.

Please mention where you found out about the role.

Please send your application to: sophie.hobson@sse.org.uk. Title your email 'Application for communications coordinator'

Deadline for applications: 12pm (midday) on Monday 3rd December.

Interviews will be held on Friday 7th December. Depending on the outcomes of the first interviews we may hold second interviews on Thursday 13th December.

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 inclusion and 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.