



school for  
social  
entrepreneurs

## Recruitment information pack

Communications manager:  
4 days/week, 12-month fixed-term contract

April/May 2019

# **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**

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 people 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 10-year learning programme in 12 UK locations with the support of Lloyds Banking Group and National Lottery Community Fund, and a national learning programme for community businesses in partnership with Power to Change. These national programmes are delivered by our central and London team, and regionally by our network of UK schools. SSE also has a range of strategic partnerships with other corporates, trusts and foundations.

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 & SSE 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**.
- The communications team works closely with other SSE functions, such as impact, quality & learning and programme management.
- This is a new role that will see the communications manager take on three key projects currently managed by the head of communications (to free her up).
- The communications manager will be supported by and line-managed by the head of communications.
- They will work in a three-person communications team, alongside and with support from the communications coordinator (though not line-managing them).

The communications manager (12-month fixed term contract, four days a week) will lead on delivering brilliant communications for our two biggest UK programmes:

- **Lloyds Bank and Bank of Scotland Social Entrepreneurs Programme**, run by the School for Social Entrepreneurs, and jointly funded by the National Lottery Community Fund. This programme has supported almost 2,000 social entrepreneurs to start, grow and scale projects that are changing lives across the UK. It started in 2012, and runs annually until 2022. We support 260 people a year, nationwide. We'll open applications again in February 2020. <https://www.the-sse.org/lbsep/>
- **Community Business Trade Up Programme**, run by the School for Social Entrepreneurs, in partnership with Power to Change. This programme supports the leaders of community business in England who want to grow through trading. It's supported 200 community business already. We will open for applications in September, for a further 80 people. <https://www.the-sse.org/community-business>

They will also help SSE engage relevant audiences by managing communications about Match Trading:

- **Match Trading™** is grant-funding that pound-for-pound matches an increase in income from trading. By rewarding sales growth, Match Trading incentivises social organisations to develop their trading base, so they can build stronger futures. Our pilots of Match Trading to date have seen social enterprises and community businesses increase their typical income from trading by more than 90% in one year. Match Trading was created by the School for Social Entrepreneurs from 20 years of experience of helping people to create sustainable change in their communities. Match Trading is made possible with the support of pioneer partners, Lloyds Banking Group and National Lottery Community Fund, and its development is overseen by a Task Force of 20 leading social-sector organisations. It is now being rolled out to more than 600 social organisations over a five-year period (including within the two programmes above). [www.matchtrading.com](http://www.matchtrading.com)

## Key responsibilities

Just so you know, we don't expect you to be an expert in *all* the areas below. You'll be keen to take the initiative and learn about the areas you don't have experience in, with guidance from the head of communications, who has previously managed these projects.

### Managing student recruitment campaigns

- Manage national campaign to recruit social entrepreneurs to the Lloyds Bank and Bank of Scotland Social Entrepreneurs Programme.
- Manage campaign to recruit community business leaders across England to the Community Business Trade Up Programme.
- Ensure our network of UK schools are well-equipped to run regional recruitment campaigns for these two programmes. E.g. developing UK-wide messaging and templates that ensure communications assets are consistent, on-brand and professional-looking.

### Managing programme communications

- Ensure we are communicating the impact of these two programmes to relevant audiences.
- This might include: collecting case studies, media outreach, creating video assets and photography, developing digital and printed assets, writing blogs. (The balance of tasks will depend on the skill-sets of the person in this role, and what they determine will have most impact.)
- The role may well involve managing external freelancers or agencies to produce assets to support communications, and/or guiding the communications coordinator to support campaigns.

### Managing Match Trading communications

- Ensure we are communicating the impact of Match Trading to relevant audiences, including sharing learning with the sector as we roll out this new type of grant-funding.
- Capitalise on results of Match Trading programmes and research we have commissioned, to share SSE's learning about where Match Trading is positioned in the market; for example, communicating to the social sector the role we believe Match Trading can play in the funding landscape.
- Capture relevant Match Trading case studies.
- Maintain and update [www.matchtrading.com](http://www.matchtrading.com)
- Manage the quarterly Match Trading newsletter
- Develop and execute our communications plan for Match Trading in the year ahead, which is likely to include thought-leadership articles and securing speaker slots at events, though exact tasks will be shaped by the person in the role.

### 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.

# Person specification

This role will suit someone who is able to hit the ground running and be self-led. They will be comfortable owning projects and communications plans to meet strategic objectives.

## Skills and experience

- Likely to have held a communications manager role (or near manager-level), or able to demonstrate how experience in another field makes them suitable.
- Desire to own projects and progress strategic objectives.
- Comfortable developing and executing communications plans to meet targets, with the support of the head of communications.
- Comfortable with using metrics to measure success of communications efforts.
- Comfortable building relationships with a broad range of stakeholders, internally and externally.
- Strong communications skills and high level of attention to detail.
- Experience with a range of communications tools and channels, and understanding of best practice in some of these.
- Feels comfortable coordinating and delegating to others, such as other members of the team, external freelancers and agencies.
- Comfortable managing a busy workload with competing priorities.

## Desirable

- Familiar with the social sector, and/or understanding of working within a charity.
- Good understanding of social enterprise.
- Interest in, or experience of, engaging diverse applicants/audiences.
- Experience of managing budgets of several thousand pounds to execute plans.
- Experience of managing projects similar to those detailed above.
- Good understanding of own strengths and weaknesses, and able to determine how best to manage own workload around weaker areas.

## Personal attributes

- Reliable and committed: someone who will take personal responsibility for getting the job done well.
- Motivated by addressing inequalities and social exclusion, and inclusive in their behaviour towards people.
- Behaves with integrity and is honest when things don't go to plan.
- A self-led and reflective learner: takes the initiative to progress their skills and knowledge, and is comfortable reflecting on their efforts.
- Able to work independently and take the lead on projects.
- Able to provide challenge to the status quo where needed, to ensure we keep improving our communications rather than resting on our laurels.
- Organised: able to prioritise a varied workload and deliver to deadlines.
- Creative: good ideas about how to develop projects.
- A team player, committed to working collaboratively to achieve results.
- Friendly and professional.

## Key information

**Salary:** £29,668 (£37,085 pro rata)

5% pension

20 days annual leave (25 pro rata)

**Hours:** 28 hours per week (9am-5pm or 10am-6pm, with one hour for lunch; four days per week or equivalent).

Some antisocial hours may be required from time to time.

**Contract:** 12-month fixed term contract, which may be extended.

**Reports to:** Sophie Hobson, head of communications, SSE.

**Location:** This role will be based at SSE's offices in London Bridge, 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 (no longer than one A4 side) that answers the following questions:

1. What attracted you to apply for this role?
2. An idea for how we could improve the landing page for the [Lloyds Bank and Bank of Scotland Social Entrepreneurs Programme](#) to better engage potential applicants.

Please mention where you found out about the role.

**Please send your application to:** [sophie.hobson@sse.org.uk](mailto:sophie.hobson@sse.org.uk). Title your email 'Application for communications manager'

**Deadline for applications: 1pm on Wednesday 15<sup>th</sup> May 2019.**

- First interviews will be held on Tuesday 21<sup>st</sup> May.
- Second interviews will be held on Wednesday 29<sup>th</sup> May.

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.

# **Job applicant privacy notice**

As part of any recruitment process, SSE collects and processes personal data relating to job applicants. We are committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

## **What information does SSE collect?**

SSE collects a range of information about you. This includes:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process; and
- information about your entitlement to work in the UK;

SSE collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment.

SSE will also collect personal data about you from third parties, such as references supplied by former employers. We will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

## **Why does the organisation process personal data?**

SSE needs to process data to take steps at your request prior to entering into a contract with you. We may also need to process your data to enter into a contract with you.

In some cases, SSE needs to process data to ensure that it is complying with its legal obligations. For example, we are required to check a successful applicant's eligibility to work in the UK before employment starts.

SSE has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows us to manage the recruitment process, assess and confirm a candidate's suitability for employment, and decide to whom to offer a job. SSE may also need to process data from job applicants to respond to and defend against legal claims.

For some roles, SSE is obliged to seek information about criminal convictions and offences. Where the organisation seeks this information, it does so because it is necessary for us to carry out our obligations and exercise specific rights in relation to employment.

SSE will not use your data for any purpose other than the recruitment exercise for which you have applied.

### **Who has access to data?**

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the HR and recruitment team and interviewers involved in the recruitment process.

We will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. SSE will then share your data with former employers to obtain references for you.

SSE will not transfer your data outside the European Economic Area.

### **How does SSE protect data?**

SSE takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

### **For how long does SSE keep data?**

If your application for employment is unsuccessful, SSE will hold your data on file for 12 months after the end of the relevant recruitment process. At the end of that period your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

### **Your rights**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require SSE to change incorrect or incomplete data;
- require SSE to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the organisation is relying on its legitimate interests as the legal ground for processing; and
- ask SSE to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override SSE's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact [office@sse.org.uk](mailto:office@sse.org.uk). If you believe that SSE has not complied with your data protection rights, you can complain to the Information Commissioner.



### **What if you do not provide personal data?**

You are under no statutory or contractual obligation to provide data to SSE during the recruitment process. However, if you do not provide the information, we may not be able to process your application properly or at all.

**Data controller: School for Social Entrepreneurs, 2<sup>nd</sup> Floor, 139 Tooley Street, London SE1 2HZ**

**Reg. Charity in England & Wales (1085465)**

**Head of Finance & Resources (HR) Data Protection Contact: Pauline O'Connor  
pauline.oconnor@sse.org.uk 020 7089 9120**