

# Recruitment information pack

# **Marketing and Engagement Officer**

 **July 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. SSE helps 1,000 people a year develop the skills, strengths and networks they need to tackle society’s biggest problems. It runs courses that equip people to start, scale and strengthen organisations that make a positive difference.

But it is not a traditional school. Learning with SSE is inspiring, action-based and accessible. SSE supports people in others ways too, such as funding and mentoring. SSE is committed to supporting the growing network of social entrepreneurs we’ve worked with over the years to grow their impact – individually and collectively and to develop the Fellows community to support this.

Lord Michael Young founded SSE as a charity in 1997, and it’s grown to a network of schools across the UK, Canada and India. Together, SSE is changing lives and transforming communities.

SSE is a vibrant organisation; we work entrepreneurially and are committed to providing quality learning opportunities for social entrepreneurs, community businesses and charity leaders.

**About SSE in London**

This role will be based within our central London offices at London Bridge. These are busy, friendly and dynamic with approximately 35 staff based onsite.

SSE is a vibrant organisation; we work entrepreneurially and are committed to providing quality learning opportunities for social entrepreneurs. Working here is engaging, exciting and demanding. If you are someone who enjoys creating solutions and contributing your ideas you’ll enjoy how we work.

**Role Purpose**

The School for Social Entrepreneurs sell a range of workshops and short courses to social entrepreneurs and social sector leaders from across the third sector – in 2019 /20 we will deliver approximately 40 courses to 350+ participants covering topics such as Measuring Social Impact, Working with Corporates and How to Create an Authentic Mission Led Brand.

The Marketing and Engagement Officer role is critical to the success of these courses. You will work across multiple communication channels including email, social media (owned and paid), Google Adwords and the SSE website to ensure that courses are well attended and that income targets are met.

The role will focus on sales and marketing for workshops and short courses. The majority of SSE’s workshops and short courses are currently delivered in London, but you will also support and coordinate provision within the SSE network and other areas. You will play a key role in increasing the SSE’s earned income base through the further development and growth of short courses. You will also manage the promotion and booking process for SSE courses to a number of referred students who receive fully funded places on SSE courses.

In addition you will lead on developing, promoting and managing a range of events and activities that meet the needs of SSE’s growing Fellows’ (alumni) community.

The principal objectives of the role are to:

1. Achieve agreed recruitment targets through the marketing and sales of SSE workshops and short courses.
2. Assist with the ongoing planning and development of the SSE’s short course ‘offer’ to social entrepreneurs and social leaders.
3. Promote SSE courses to referred students and manage the booking process for those that wish to book onto an SSE course
4. Work with the programmes team to research, develop, promote and deliver a range of events and activities that meet the needs of SSE’s Fellows community
5. Contribute to the overall strategic direction and work of SSE

**Key Responsibilities**

**Achieve agreed recruitment targets through marketing and sales of SSE workshops and short courses**

* Use a variety of communications channels including social media and email (we currently use Mailchimp as our email platform) to plan and deliver sales and marketing drives to ensure sales targets are met.
* Act as the first point of contact for inbound enquiries about SSE workshops and short courses (phone and email), providing relevant information and ensuring high levels of customer satisfaction throughout the sales process.
* Maintain and manage SSE’s Google Grant account.
* Work alongside the communications team to maintain and develop SSE’s online and offline marketing and communications channels to reach a growing number of students and fellows.
* Promoting SSE’s workshops and short courses at external events and conferences

**Planning and development**

* Work with sales and marketing manager to inform SSE’s strategy for short course provision in line with SSE’s strategic plan and considering course content, targeting of courses, and pricing structure.
* Data capture and analysis of customer satisfaction and feedback among those attending short courses at SSE to inform future planning.
* Liaise with external course providers where necessary to ensure that the portfolio of SSE short courses and workshops remain relevant.

**Promote SSE courses to referred students and manage the booking process for those that wish to book onto an SSE course**

* Regular email updates to referred students informing them of upcoming courses
* Managing the booking process for referred students
* Track spend on referred students and the courses that they have booked for and attended, reporting on these figures quarterly

**Lead on the engagement of SSE Fellows, development of the Fellows community and delivery of activities to support them**

* Work with the comms team to develop and roll out a re-engagement campaign for past Fellows, via the SSE newsletter, website, blogs and social media channels
* Support the collation of short and long term needs and feedback from students, Fellows and colleagues across the organisation to enable the design and delivery of support offerings that meet the needs of the growing Fellows community.
* Promote and encourage SSE Fellows to take up the opportunities including workshops, courses, events, mentoring, grants and Action Learning Sets.
* Work with colleagues in the Programmes and Learning team and the Development Manager responsible for Social Partners, to develop, manage and market a programme of activities for Fellows.
* Support schools around the SSE network to develop, manage and market a programme of networking and learning events for Fellows in their regions.
* Promote and manage applications to the Fellow’s Future Fund grant fund, a fund pot available to SSE Fellows
* Identify opportunities to broker discounts, memberships, priority access and other benefits of value to SSE Fellows from partner organisations

**SSE wider contribution**

* Work closely with colleagues to design, deliver and evaluate SSE’s short course provision, and ensure it is well aligned to other programmes being delivered.
* Contribute to the overall strategic direction of SSE and be an active and collaborative member of the team.

**Key Relationships**

The Marketing and Engagement Officer reports to the Sales and Marketing Manager and sits within the Development and External Affairs Team, which also includes the Director of Development and External Affairs, Head of Communications, Communications Manager, Communications Coordinator, Network Manager and 4 x Development Managers.

The Marketing and Engagement Officer will also need to work closely with the Programmes and Learning Team to ensure the successful delivery of workshops and short courses and the development of events and activities that meet the needs of the Fellows community, and will work with SSE’s UK schools network periodically.

You will also play a key role in relationships with external course delivery partners who run a number of the workshops that SSE offers (for example, nef consulting, the consultancy arm of New Economics Foundation, who deliver our Measuring Social Impact training).

**Person Specification**

**Skills and experience**

* Experience working across sales and marketing campaigns with a track record of hitting sales targets
* Experience developing and delivering email marketing campaigns
* Experience using social media as a marketing tool (Linkedin, blogs, Twitter, Facebook etc)
* Experience with Google Adwords and Google Analytics
* Excellent written and verbal communication skills and telephone manner with an ability to communicate with people at all levels
* Able to handle customer enquiries in a prompt and courteous manner
* Programme and /or project management skills with experience of coordinating multiple elements and stakeholders.
* Relationship management and communication skills, with experience building relationships with internal and external stakeholders at all levels and from a broad range of backgrounds
* Organisational skills and experience of managing a diverse workload in a fast paced environment.
* Sound understanding of the third sector and social entrepreneurship

**Desirable knowledge**

* Experience using Salesforce as a CRM
* Working k**n**owledge of Wordpress
* Previous experience of sales in a training or learning organisation
* Knowledge and/or experience of social enterprise or small business start-up.

**Personable Attributes**

* Commercially minded with an ability to spot an opportunity, negotiate, and close deals
* 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
* A desire to deliver outstanding customer service
* Committed to addressing inequalities and social exclusion, with a clear interest in social enterprise.

**Key Information**

**Salary:** £32061 - £33023 pro rata

5% pension

25 days annual leave + 3 days discretionary leave over Christmas (pro rata)

**Hours:** 4 days per week

**Contract:** 12 month fixed term with possibility of an extension

**Reports to:** Sales and Marketing Manager

**Location:** This role will be based at SSE’s offices in London Bridge although some remote working can be considered.

**To apply**

*To apply please send your CV and a covering letter (both of which should be no more than two sides of A4) answering the following questions:*

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

**2. Why would you be an excellent Marketing and Engagement Officer for SSE?**

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

Please send your application to recruitment@sse.org.uk by midday on Friday 6th September 2019 and title your email ‘Marketing and Engagement Officer Application’.

First round interviews will be held during the week commencing 2nd September, Depending on the outcomes of the first interviews we may hold second interviews the following week.

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.*

**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.