



Recruitment information pack
**Director of Development and
External Affairs**

March 2021

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

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 corporates such as PWC and Linklaters as well as funding partnerships with trusts and foundations including Lloyds Bank Foundation. We also generate earned income through selling places on our short courses and workshops.

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

Firstly, our commitment to inclusion

Diversity is a fact of life. Inclusion is a choice and a practice - for organisations and individuals. At the School for Social Entrepreneurs, our aim is to drive inclusion into every area and activity of what we do: from access to programmes, to grant investment, to board, staff and partnerships.

However you identify, we would like to hear from you. In our commitment to continue to diversify our teams, freelance staff and programmes, we are particularly keen to hear from those who identify as: being from black, Asian and minority ethnic (BAME) backgrounds; LGBTQ+; and those with disabilities.

If you require any reasonable adjustments during our recruitment processes, including assistance with reading this page or documents linked to below, please contact recruitment@sse.org.uk

About the role

Purpose

The purpose of this role is to strengthen SSE's position in the market, to drive business growth to enhance our impact, and to build our financial resilience for the future. You will play a strategic leadership role across the SSE network.

SSE is currently developing its vision and strategy to guide our work in the years ahead. The postholder will be responsible for shaping, implementing and iterating this strategy and for boldly developing our external positioning, income streams, and business partnerships to help achieve our impact goals.

Working with a highly talented team of directly employed staff, partner teams, and associates your role will be to harness their talents to achieve our strategic ambitions. You will both lead the team and in some cases take direct responsibility for tasks such as: proactively developing new strategic partnerships to respond to the needs of social entrepreneurs; building collaboration opportunities across the social enterprise sector to cement our position as market leader; growing our funded programme partnerships to achieve impact in specific communities or thematic areas; recognising and harnessing the business value of SSE's Fellows community; innovating through new products and services to support our impact and sustainability goals; and aligning our marketing and communications activity to help drive the achievement of our strategic objectives.

As we approach a new strategic period, we envisage that income diversification will be a component of our future strategy and there may be changes in our business model. The postholder will be actively involved in scoping and shaping options, with accountabilities for implementation to be determined subject to final decisions and skillsets required.

As a member of the senior management team you will also contribute to the overall leadership and management of the organisation, ensuring it retains its position as a leading provider of learning and support to social entrepreneurs, community businesses, and social sector leaders.

Job description

Key responsibilities

Leadership

1. Work collegiately as a member of the Senior Management Team, developing the work of SSE in order to achieve and advance its impact.

2. Develop and maintain an environment that attracts and retains the best staff and volunteers, including identifying and nurturing talent and leadership skills within the team and wider organisation.
3. Contribute to the development of SSE as an organisation that is constantly seeking ways to learn, develop and improve its performance.
4. Ensure that SSE's values, ethos and policies are relevant, fair and consistently implemented.
5. Build, motivate and manage a high performing team and work collaboratively with SSE's partner teams to design and deliver shared priorities.

Management

6. Build, motivate and manage a high performing Development and External Affairs team, including facilitating collaboration between staff within the team.
7. Provide effective line management to individual members of staff, setting clear and achievable objectives and supporting their personal and professional development.
8. Ensure that business and operational plans to underpin SSE's development and external affairs objectives are developed, agreed and implemented.
9. Identify and implement appropriate methods for monitoring the performance of SSE's development and external affairs activity and regularly update the SMT, Board and Finance Audit and Risk Committee on performance.

Income generation

10. Lead SSE's development strategy to deliver a broad range and expanded scale of income in order to meet SSE's strategic objectives. This includes income from the corporate sector, trusts and foundations, government, social investment and individual donors.
11. Develop a broad range of excellent sector and funder networks and relationships, leading to strategic partnerships that resource our programme and non-programme work.
12. Achieve agreed annual income targets through a combination of fundraising and earned income including renewal of existing accounts, securing new business, and direct sales.
13. Work collaboratively with SSE's partner teams to secure opportunities which span different geographies as well as to ensure SSE partner organisations are well placed to generate income that can sustain their activities in line with SSE strategy.
14. Ensure proportionate procedures are in place for effective funder / donor accounting and reporting for funded partnerships.

Business and product development

15. Actively seek out new business opportunities in line with SSE's strategic plan.
16. Work collaboratively with the Director of Programmes and Learning and Head of Learning and Innovation to ensure opportunities to innovate our learning and support offer are integrated into the development team's work and realised as business opportunities.
17. Test and evaluate the feasibility of new business ideas and opportunities, considering their contribution to SSE's mission and sustainability, and resource their implementation if the strategic and business case is compelling.
18. Identify and pursue opportunities for replicating impactful initiatives in specific geographies or across the SSE network, either through leading their implementation or working with colleagues and partners to do so.

Marketing, communications and public affairs

19. Work with the Head of Communications to develop and oversee a marketing and communications strategy which enables SSE to achieve its strategic objectives and positions SSE effectively in the social enterprise ecosystem.
20. Champion the SSE brand to gain support for SSE's value proposition and, working closely with the Chief Executive and Head of Communications, lead the ongoing development of SSE's brand ensuring that SSE is consistently positioned appropriately to all target audiences.
21. Foster good relationships with key stakeholders including government, statutory, private and Voluntary, Community and Social Enterprise Sector (VCSE) to advance SSE's strategic aims and impact.
22. Connect with students, Fellows and others eligible for our support to build market intelligence and to ensure SSE's activity remains relevant and responsive to their needs.
23. Identify and capitalise on opportunities to work in partnership with other organisations to amplify our work and impact, ensuring that the voices of students and Fellows are coordinated through our marketing and communications work.
24. Work collaboratively to advance SSE's thought leadership role within the sector and beyond, including securing opportunities for speaking engagements, editorial pieces, media coverage, and the like.
25. Work collaboratively with the CEO, other members of SMT, and the marcomms team to identify and action public affairs opportunities where possible.

Financial and risk management

26. Work collaboratively with SSE's Director of Finance and Resources and Head of Finance to ensure we adopt a medium-long term planning horizon for the organisation's income requirements and use this to inform income generation and operational planning.

27. Play an active role in the annual budget setting process and lead on the development and management of the budget on behalf of the Development and External Affairs Team.
28. Lead the team's work to ensure adequate consideration is given to margins, utilisation rates, and salary and overhead recovery when bidding for and delivering work, working collaboratively with the Director of Finance and Resources and Director of Programmes and Learning to build commercial awareness across the organisation.
29. Identify and manage all risks associated with SSE's development, marketing and communications activity alerting SMT, FARC and Board and adapting strategy to mitigate any risks as necessary.

General

30. Carry out other tasks that are within the scope, spirit and purpose of the role.

Key relationships

This role has a network-wide remit. You will support opportunities for new business growth, brand positioning, and impact across SSE, working directly with SSE's Development and External Affairs team (with team members based in Cornwall, London, Midlands, Scotland, Yorkshire and North East) as well as with its partner teams (based in Dartington, Hampshire, North West, Canada, India).

Line management responsibilities will include regional directors, development managers, sales and marketing manager, and head of communications.

Close collaboration with all members of the senior management team will be required. The CEO is the main external representative of the organisation and plays an active role in fundraising, leading some of our major funding partnerships and business innovations and it will be important to foster good internal communications and collaboration. Regular collaboration will take place with the managing director as line manager for the post. You will work with the Director of Programmes and Learning to ensure opportunities to innovate our learning and support offer are realised as business opportunities and to foster collaborative cross-team working. You will work with the Director of Finance and Resources to monitor and report on income targets, adapting business strategy as required.

You will engage with and report to the governance of the organisation, most notably the Finance, Audit and Risk Committee and Board.

Person specification

Skills and experience

- Experience of operating at a senior level in a charity or social enterprise with direct management responsibility for revenue generating functions (e.g. sales, fundraising, sponsorship).
- Demonstrable experience of developing and setting an income generation strategy and targets, and motivating the team to meet and exceed these.
- In-depth expertise in at least one area of fundraising relevant to SSE - e.g. corporates, trusts and foundations, local government, central government, individual donors.
- Outstanding skills in network building and relationship-based fundraising.
- Experience of developing and implementing marketing and communications strategies, using this to drive brand positioning and development success.
- Strong operational knowledge of financial management and successfully managing departmental and programme budgets.
- Experience of supporting the development of staff within a team, ensuring they have opportunities to grow and excel in their roles and within the organisation.
- Experience of setting and delivering operational workplans and working collaboratively with team members to achieve them
- Understanding of, and demonstrable commitment to equity, diversity, inclusion and lived experience
- An excellent communicator able to communicate effectively with people at all levels inside and outside the organisation.
- Strong project management skills, someone who is able to identify tasks, timelines, and responsibilities and coordinate efforts to meet requirements.
- Knowledge, insight and understanding of social entrepreneurship.

Desirable

- An existing strong network of contacts that would facilitate success in the role.
- Experience of developing and implementing digital marketing and communications strategies.
- Previous experience of policy development and / or public affairs work in a field relevant to the role.

Personal attributes

- Strategic, someone who is able to work with others to set an exciting vision and remain focused to achieve it.
- Entrepreneurial, someone who spots new opportunities, brings creative thought, and is able to innovate to makes things happen.
- Collaborative and inclusive, someone who listens and responds to others' views at all levels within the organisation and enjoys working as part of a team.
- Hands on, someone who is willing to get stuck in and contribute directly as well providing direction and empowering others.
- Reliable, someone who will take personal responsibility for getting the job done well.

Key details

Salary:	£52,460-£63,976 (depending on experience) + 5% pension
Hours:	35 hours per week (normal office hours 9-5 or 10-6)
Annual leave:	25 days
Contract:	Permanent
Reporting to:	Managing Director
Location:	Flexible, can be based anywhere in the UK
Flexibility:	This post will involve travel within the UK, and very occasionally internationally, and may require occasional early morning, evening and weekend work.

We would be willing to consider job sharing if two candidates have a job share partner and apply together (please indicate on your application letter if you are applying as a job share).

To apply

To apply for the role, please send a copy of your current CV and a covering letter (maximum 800 words) answering the following questions:

1. Why are you interested in the role?
2. Why are you the right person for the role?

Please send your application to recruitment@sse.org.uk by 12 noon on Thursday 25th March 2021 and title your email 'Director of Development and External Affairs Application'. First round interviews will be held on 7th and 9th April.

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.

Diversity Monitoring

SSE is committed to eliminating discrimination and actively encouraging diversity amongst our workforce and board by developing a 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.

To offer equal opportunities, prevent discrimination and support under-represented groups we encourage applicants to complete our online [Diversity Monitoring Form](#).

The information on this form will be used for monitoring purposes only and will play no part in the recruitment process. All questions are optional. You are not obliged to answer any of these questions but the more information you supply, the more effective our monitoring will be.

In accordance with the provisions of the General Data Protection Regulations (GDPR) 2018, the information you provide will be held confidentially and can only be used if you give us your consent.

As part of any recruitment process, SSE collects and processes personal data relating to job and volunteer applicants. We are committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. Our data protection policy can be found here: <https://www.the-sse.org/your-data/>

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. 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, 2nd Floor, 139 Tooley Street, London SE1 2HZ

Reg. Charity in England & Wales (1085465)

**HR Data Protection Contact: Helen Moules helen.moules@sse.org.uk
020 7089 9120**