



Recruitment information pack

Marketing Associate

(South Bristol Enterprise Support Project)

February 2021

With funding from
European Regional Development Fund
& West of England Combined Authority



SBES

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 of schools 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, Linklaters, RSA Group and others 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.

SSE is a partner in South Bristol Enterprise Enterprise Support Project (SBES). SBES will deliver tailored advice, coaching and grants to individuals and businesses across South Bristol; primarily targeting the South Bristol Regeneration Area, including industrial and development sites on the south western periphery (as defined in the South Bristol Sustainable Urban Development (SUD) Strategy). Our role within the partnership is to support start up and established social entrepreneurs through short courses, workshops and one to one support.

This role will be based in Bristol, and there will be a project office located in South Bristol, where this role will ultimately be based. It is likely that this role will appointed before the project office is available, so you will need to be able to work from home or from the co-working space at the [Engine Shed](#) for the first few months. The project is being managed by the SSE Dartington team.

About the role

Purpose

The purpose of this role is to lead on communications which will inspire and encourage our target audience of startup and established social entrepreneurs to sign up for short courses, workshops and one to one support provided through the South Bristol Enterprise Support project.

[SSE is a partner in SBES](#). Our focus is to support start up and established social entrepreneurs through short courses, workshops and one to one support.

SBES will deliver tailored advice, coaching and grants to individuals and businesses across South Bristol; primarily targeting the South Bristol Regeneration Area, including industrial and development sites on the south western periphery (as defined in the South Bristol Sustainable Urban Development (SUD) Strategy).

You will succeed in the role if you believe in the potential of social entrepreneurship to create social change, and are willing to work collaboratively as part of a fun yet focused team.

Job description

Key responsibilities

- Developing relationships with partner organisations and networks who will help us reach the target audience.
- Developing communication materials such as leaflets and case studies.
- Creating engaging and accessible content for email campaigns, social media, web and local press.
- Building newsletter and social media audience among the target group.
- Attending events and presenting the programme to a variety of audiences.
- Ensuring all communications are compliant with funder requirements.

Key relationships

The post-holder will report to the Business Manager at SSE Dartington and will work closely with the delivery team based in Bristol and Dartington.

Person specification

Essential

- Understanding of our target audience and the barriers and challenges they face.

- Superb written communication skills which will enable you to convey the value of this opportunity to the social entrepreneurs who will benefit from it.
- Design skills to create visually appealing materials.
- Expert use of Mailchimp, Facebook and Twitter.
- Excellent networking and informal presentation skills.
- A systematic approach to documenting and archiving communication materials produced.
- Ability to travel to events and meet with partners and stakeholders in South Bristol.

Desirable

- Experience using Salesforce as a CRM
- Working knowledge of Wordpress
- Previous experience of sales in a training or learning organisation
- Knowledge and/or experience of social enterprise or small business startups.

Personal attributes

- 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 details

Salary:	£23,522 + 5% pension
Hours:	0.5 FTE (17.5 hours per week), typical office hours 9am-5am or 10am-6pm.
Annual leave:	25 days pro-rata
Contract:	Fixed Term - until 31 st March 2023
Flexibility:	Occasional evening / weekend work and travel within the UK may be needed, especially where support is required by the SSE Network
Location:	Bristol

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 Associate 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 Thursday 1st April** and title your email 'Marketing Associate Application'.

A timed test for shortlisted candidates, followed by interviews will be held **w/c 12th April 2021**. Depending on the outcomes of the first interviews we may hold second interviews.

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.

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 at <https://surveyhero.com/c/55420f9a>

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**