



SSE Cornwall

**Cornwall Led Local Development
(CLLD)
Springboard Programme**

**Marketing and Communications
Specialist - Freelance**

June 2021

SSE Cornwall is seeking a dynamic and experienced Marketing and Communications Specialist to help promote SSE and our Community Led Local Development (CLLD) Springboard programme.

This post is fully funded by the European Regional Development Fund.

About the School for Social Entrepreneurs

SSE was founded in 1997 by Michael Young. Its mission is to address inequalities and social exclusion by supporting social entrepreneurs from all backgrounds to transform their talent into real social outcomes. The SSE runs practical learning programmes aimed at helping develop both the individual social entrepreneur and their organisation simultaneously; our approach, and belief, is that social change is people-powered, and that the most valuable assets and resources we have are human ones.

The School for Social Entrepreneurs (SSE) is the leading UK provider of learning programmes that supports and develops social entrepreneurs: individuals working entrepreneurially to create social benefit.

Our international network extends across the UK, Canada and India.

Firstly, our commitment to inclusion

Diversity is a fact of life. Inclusion is a choice and a practice - for organisations and individuals. At SSE, 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, we are especially keen to hear from people who identify as BAME, LGBTQ+ and those with disabilities.

If you require any reasonable adjustments during this process please contact recruitment@sse.org.uk.

About SSE in Cornwall

Cornwall and the Isles of Scilly have a dynamic enterprise culture that is driving the social enterprise movement by creating sustainable social enterprises based on people, planet and profit. Cornwall's unique economic and geographic landscape lends itself to partnership and collaborative working, bringing added

benefit across the public, private and social enterprise sectors.

Until October 2020, SSE in Cornwall was an independent Community Interest Company with a close working relationship across our UK & international network of schools. However, in October 2020, along with 3 other independent schools, SSE merged with the School for Social Entrepreneurs (the charity).

The overarching vision for this move, is to shift from being a network of SSEs to one SSE network, rooted in its local communities and eco system, responsive to the external environment, and having a strong and robust core from which to achieve this.

Across our SSE teams, we work hard to ensure all our activities are of a high quality and work supportively with colleagues across the SSE Global network to share good practice and ideas.

Our team in Cornwall is busy, friendly and dynamic. SSE is a vibrant organisation; we work entrepreneurially and are hugely committed to providing quality learning opportunities for social entrepreneurs. In Cornwall and across the SSE network, we continue to enjoy a period of expansion and development. Working at SSE is engaging, exciting and demanding. If you are someone who enjoys creating solutions and contributing your ideas, you'll enjoy how we work.

About Community Led Local Development

Community Led Local Development (CLLD) is an EU funded programme, helping Cornwall to thrive and grow by providing pathways to better economic opportunities by making positive change in core neighbourhoods across Cornwall.

The CLLD areas across Cornwall include:

- West Cornwall LAG
- Coast to Coast LAG
- Atlantic & Moor LAG
- South & East Cornwall LAG

To see maps of these areas, visit <https://communityledcornwall.co.uk/local-action-groups/>

The SSE Cornwall CLLD, Springboard programme has expanded to include Coast

to Coast LAG (C2C), Atlantic and Moor LAG (AMLAG) and South and East LAG (SELAG). The marketing and communication activity will focus on the area of Camborne, Illogan, Pool, Redruth, St. Day, Truro, Penryn, Falmouth, Newquay, St Columb Major, Bodmin, Tintagel, Bude, Launceston, St Dennis-Treviscoe-Foxhole, Victoria-Bugle-Penwithick in the China Clay area; St Austell, St Blazey, Liskeard, Looe, Callington, Saltash and Torpoint.

The aim of the Springboard programme is to work at grass root level to identify, inspire and equip local people to feel ready to start their own social enterprise or community business or to grow an existing one. Practically this will involve:

- working closely with partner organisations to help raise awareness of the programme and identify local participants
- building strong relationships on the ground with local people to showcase the support on offer and to make it feel relevant and approachable to them
- delivering a supportive learning programme that will equip people with the skills, knowledge, and self-belief to move their idea forward
- supporting local people to recognise their own potential and build their resilience and resourcefulness
- facilitating individuals to grow their support networks as they work alongside like-minded people sharing ideas and experiences
- supporting participants on every stage of their journey
- helping individuals to gain knowledge, skills and expertise and become respected leaders within their own community
- recruiting and supporting SSE Fellows to become exemplar mentors
- completing programme paperwork in an accurate and efficient way to ensure we track spend and outcomes consistently.

We aim to build the trust confidence and capacity of individuals and groups, introducing participants to inspirational people who have faced similar challenges and are now making a difference to their own lives and transforming the lives of others. We aim to support participants skills and knowledge, helping them to learn valuable business acumen skills to enable them to further develop their ideas, aspirations and inspire others within their own communities. Working collaboratively and effectively, we believe we can achieve great things.

'Everybody has the capacity to be remarkable' Michael Young

About You

We are seeking a marketing a communications specialist who has experience of communicating with hard to reach groups and community networks. You will have great communication skills and be an excellent team player.

You will have a strong background in marketing and comms and be prepared to work with the team to feed new ideas and add value to the marketing and communication strategy for our Springboard programme.

You will be well organised, have an ability to work at a high standard to pre-set deadlines. You will bring new ideas to the table to help with the creation of exciting content, write engaging social media posts and help to build the online audience for SSE.

There is an expectation that you will be able to hit the ground running, be comfortable with a certain level of autonomy and have a proactive, solution based approach to working.

Contract details

Role: Marketing and Communications Specialist - Freelance

Responsible to Learning Manager

Contract Duration: June 2021 - November 2022 (Freelance)

Delivery: Flexible working - on average 1 day per week for 80 weeks
(expectation that delivery will be 2 days per week from appointment until Dec 2021)

Remuneration: £150 a day (7.5 hour day), equivalent to £20 an hour

Location: Although some of this work will be undertaken remotely, the successful candidate will also be required to work from the main office in Truro or Co-Workspace at Newquay Community Orchard in order to catch up with programme developments and the SSE Cornwall team.

Key purpose of this role

This role is fully funded by ERDF and will support the marketing and communications for our Community Led Local Development (CLLD) Springboard

programme across North (AMLAG), East (SELAG) and Central (Coast to Coast) Cornwall.

Working closely with the Lead Learning Manager, Learning Managers across all areas, you will work collaboratively to design, plan and support delivery of our highly effective marketing and communications strategy to attract participants to our Springboard programme from core and functional areas.

Key responsibilities and skills required

- To deliver excellent social media marketing and content creation on all platforms, creating and editing films for YouTube
- Have good knowledge and understanding of 'paid ads' on Facebook and YouTube
- To provide expert input to the team to ensure our wider marketing and social media strategies are as effective as possible.
- To work collaboratively with the SSE Cornwall team to develop and deliver creative ways of marketing the CLLD Springboard project.
- To gather and share inspiring stories, case studies and testimonials to encourage people to sign up to the support offered by SSE Cornwall (for use on online and offline platforms).
- To have experience using Canva.com and MailChimp or similar platforms.
- To promote SSE Cornwall as the go to organisation for people to develop their skills, strengths and networks they need to tackle society's biggest problems.
- To bring a 'can do' approach to all aspects of work.
- To undertake any other duties as required and deemed at the appropriate level of the role.
- Excellent communication skills when feeding back to the team on activity/progress.

Personal and team responsibilities

- It is important that the successful applicant has a strong empathy with the values of SSE.
- Is able to work flexibly and proactively
- To carry out their responsibilities with due regard to the company GDPR rules

- To carry out their responsibilities with regard to the company's equal opportunities policy
- To work at all times within the code of the Health & Safety at Work Act 1974 and related legislation

To apply

To apply please send your CV and a covering letter answering the following question and completing the task:

- 1. What would make you an excellent Marketing and Communications specialist to the team in Cornwall? (max 200 words)**
- 2. Review SSE in Cornwall's current social media offering, choose one platform and give a short paragraph on what is working well and how it could be improved (max 300 words)**

Please include the names of two professional referees, including your current or most recent employer. Please note that referees will not be approached without your prior knowledge and only following a successful application and final interview.

Please send your application by email to admin.cornwall@sse.org.uk ensuring your subheading is: Marketing and Communication Specialist

Application deadline: 9am on 22nd June 2021

Interviews will be held: 29th/30th June 2021

If you want to discuss this role, please call 01872 306130.