



**Recruitment information pack**  
**Marketing & communications lead**  
**- Bath & North East Somerset**  
**(six-month fixed-term or freelance)**

**December 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.

## 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 runs a range of long-duration support programmes and short courses across the UK and online. SSE has strategic partnerships with corporates such as Lloyd Banking Group, PwC, Linklaters, RSA Group, 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.

For more information please visit [www.the-sse.org](http://www.the-sse.org)



# 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 racialised and minoritised communities<sup>1</sup>; LGBTQ+; and/or disabled.

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](mailto:recruitment@sse.org.uk)

## About the role

The marketing and communications lead is offered as a six-month fixed-term contract, 3.5 days a week. **However, we are also interested in hearing from you if you prefer to undertake the work as a freelancer.** In particular, we are interested in hearing from freelancers who could deliver the recruitment campaign in **January and early February** (see below), if you are available from the first or second week of January.

## Role purpose

The marketing & communications lead (Bath & North East Somerset) will lead on delivering marketing and communications for a new programme at SSE. We can't disclose full details of this programme yet, but we can tell you we will be:

- Supporting people running early-stage and more established social enterprises and community businesses in Bath & North East Somerset, through a grant and four-month learning programme (x8 learning days, coaching and [Action Learning Sets](#)).
- The learning programme will help them strengthen their projects and their social impact, and increase their income from trading. Learn more about [what makes SSE courses different](#).
- In particular, we are interested in supporting people from backgrounds typically underrepresented at leadership level.

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<sup>1</sup> \*We know that language about identity is personal and these terms won't feel right to everyone. We mean people who may identify as Black, Brown, bi- or multi-racial, being from a diaspora, having Asian/African/Caribbean/Latinx/Middle Eastern/Indigenous heritage, as a "person of colour", Jewish, and/or from a white ethnic minority such as Gypsy, Roma, Traveller. We have consulted our community to shape this language.

- The grant will be a Match Trading® grant - SSE's innovation in grant-funding ([learn more](#)).
- The aim of the programme is to place social impact at the heart of economic recovery and regeneration in Bath & North East Somerset, by increasing social capital and social innovation and strengthening the social economy.
- This programme is run in partnership with a range of funders and local organisations.

The role is subject to funding, which we expect to be confirmed by interview stage.

## 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 national communications manager, who is overseeing this programme.

- Plan and deliver a recruitment campaign to ensure we secure 30 suitable people running social enterprises and community businesses in Bath & North East Somerset on the programme.
- Use a variety of methods and channels to deliver the recruitment campaign, constantly evaluating the effectiveness of each. For example, the campaign may include:
  - social media, newsletter and other types of digital marketing
  - networks and partner outreach
  - community-based outreach
  - local media
  - flyers and posters
  - using SSE's national and regional channels
- Promote the programme when it is up and running through SSE's national and regional channels. For example:
  - capturing and sharing stories about students (people on the programme)
  - creating social media content about the programme and students
  - writing a blog about the programme
  - identifying and writing case studies
  - securing local press coverage or supporting students to secure coverage
- Manage budget of up to £2.5k to support recruitment and programme communications.
- Be the main point of contact for other programme partners' marketing and communications' teams, to ensure messages are joined up, co-branding is managed and we complement each other's work.
- Support the communications manager in reporting back to our funders on the effectiveness of our communications.
- Ensure marketing and communications for this programme aligns with SSE's overall marketing & communications strategy, brand and organisational values.

Other responsibilities:

- Carry out other tasks that are within the scope, spirit and purpose of the role.
- Work as a collaborative member of the wider communications team, sharing skills and knowledge to ensure we can all work to our strengths.

# 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

- Strong marketing and/or communications skills and high level of attention to detail.
- Have strong networks and relationships with Voluntary, Community & Social Enterprise (VCSE) organisations in Bath & North East Somerset.
- Be confident in establishing relationships with other networks and organisations in Bath & North East Somerset who reach the people we want to recruit to the programme.
- Comfortable working with partners and managing relationships with peers in partner organisations (as this role will involve SSE working alongside other programme partners in the area).
- Comfortable building relationships internally.
- Comfortable with using metrics to measure success of communications efforts. For example, evaluating whether a social media campaign has been successful, or understanding which channels are more/less effective in a campaign.
- Experience with a range of communications tools / channels / skills areas and understanding of best practice in **one or two** these. For example, you might bring strong skills to the team in **one or two** of the following:
  - Graphic design (e.g. designing flyers and social media assets)
  - Copywriting and story-telling
  - Outreach using non-digital / community-based methods
  - Media - especially local/regional press
  - Photography, videography or animation
  - Social media (one or more channels)
  - Using Wordpress / setting up basic web pages
  - Diversity, equity and inclusion in communications

## Desirable

- Experience of living and/or working in or near Bath & North East Somerset, especially if in a marketing, communications or outreach capacity (**highly 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 applicants/audiences from marginalised and minoritised communities, or those otherwise typically underrepresented at leadership level.
- Experience of managing modest budgets.
- Good understanding of own strengths and weaknesses, and able to determine how best to manage own workload around weaker areas.
- Familiar with Google Analytics, Canva, Wordpress

In addition to the above, we are seeking someone who feels aligned with our organisational values (see next page).

## Our values



### We are always learning

We listen to understand. We are passionate about learning and seek to constantly improve. We celebrate failure as well as success.



### We are collaborative

We achieve more when we work as a supportive team and partner with others. We have fun together. We ask others for help so we can find solutions.



### We are entrepreneurial

We innovate with purpose to create value and deliver results. We are bold and ambitious in our thinking, creative and resourceful in our action. We are committed to impact.



### We are inclusive

We want people to feel safe in being themselves, to maintain wellbeing and to bring their unique strengths and voices to the table. We over-represent the under-represented. We honour lived experience.



### We are trusting

We believe in each other. We rely on open, authentic relationships. We do what we say we're going to do. We take ownership and responsibility for our actions.

## Where this role sits in the team

This role sits within the communications team. 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 to meet the requirements of an exciting new programme in the South West.
- The person in this post will be supported by and line-managed by the national communications manager.

- They will also work closely with our “Dartington” team, who cover the South West of England region (excluding Cornwall), and other marcomms leads in South West areas.

## Key details

### For fixed-term employees:

<b>Salary:</b>	£23,006 (£32,867 pro rata) + 5% pension
<b>Hours:</b>	25 hours per week (3.5 days per week or equivalent; typically 9am-5pm or 10am-6pm, with one hour for lunch; exact hours/days to be decided by successful candidate in discussion with line manager)
<b>Annual leave:</b>	25 days pro rata
<b>Contract:</b>	Fixed-term for six months (January to June 2022)
<b>Flexibility:</b>	Very occasional evening / weekend work and travel within the UK may be needed
<b>Location:</b>	We adopt a hybrid working approach and work will typically be home-based. The postholder will occasionally be expected to travel to premises in the South West or London Bridge to meet with the SSE team. There is flexibility to work from SSE offices more regularly, if you prefer and if Covid-19 restrictions allow.

For freelancers: Up to £1,900 per month

Please note, we are unable to accept applications from candidates who require visa sponsorship. Roles advertised as flexible or remote location require candidates to be UK-based.

## To apply

Please note that we are keen for the successful candidate to start as early as possible in January 2022. **We will therefore be assessing applications on a rolling basis, so you are encouraged to apply before the deadline if you can.**

To apply please:

- Email [sophie.hobson@sse.org.uk](mailto:sophie.hobson@sse.org.uk) with “CRF marcomms lead - BaNES” in the subject line
- Include a brief cover note explaining your interest in and/or suitability for the role; and **either** your CV / link to online portfolio / LinkedIn profile
- Please state whether you are applying as a fixed-term employee or freelancer - if as a freelancer, please include your charity day rate

**Application deadline:** Midnight, Sunday 2<sup>nd</sup> January 2022

Interviews will be held on Tuesday 4<sup>th</sup> and Wednesday 5<sup>th</sup> January 2022, though as stated above, we reserve the right to interview before these dates.

## Further information

### 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.

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](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)**

**HR Data Protection Contact: Helen Moules [helen.moules@sse.org.uk](mailto:helen.moules@sse.org.uk)  
020 7089 9120**