



Recruitment information pack

Head of Communications (Maternity Cover)

February 2022

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.

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

This role plays a key part in ensuring that SSE leverages information, insights and the community to influence stakeholders in the social enterprise sector and support wider change.

This will be achieved through cultivating and developing SSE's external communications to promote the organisation, raise its profile and brand awareness by engaging with a variety of new and existing audiences. It will involve a clear understanding of our work and impact, creating communications opportunities to ensure that SSE maintains its place as a sector leader. It will also involve understanding the social entrepreneurs and changemakers we support: our students (adults on our entrepreneurship support programmes) and our growing fellowship network (SSE fellows are people who have completed an SSE programme).

You will oversee communications for SSE student recruitment, stakeholder engagement and public-affairs activities, promoting SSE across multiple platforms and generating media coverage and publicity related to the activities of SSE.

This role will also sit on our internal comms working group and support internal communications, ensuring staff are well informed and have regular opportunities to contribute and exchange ideas, helping to create an organisation with aligned values and motivations.

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

Leadership

- Working closely with the director of Development and External Affairs (DEAT) to deliver a compelling message to new and existing external stakeholders.
- Work closely with regional directors and heads of department to ensure information is captured and disseminated.
- Lead and coordinate marcomms activity across our regional and international network

- Support 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.
- Support the development of SSE as an organisation and ensure that all our values are embedded across all activities.
- Manage a small marcomms team, based in the UK. Provide effective management to individual members of staff, setting clear and achievable objectives and supporting their personal and professional development.

Marketing, communications and public affairs

- Oversee the communications and marketing for up to 25 entrepreneurship support programmes a year. This includes oversight of student recruitment, relationships with funders and stakeholders, and impact communications. Coordinate and motivate a small team to deliver on this workload.
- Work with the director of DEAT to deliver our marketing and communications strategy, which enables SSE to achieve its strategic objectives and positions SSE effectively in the social enterprise ecosystem.
- Champion the SSE brand to gain support for SSE's value proposition. Working closely with the director of operations and director of DEAT, lead the ongoing development of SSE's brand, ensuring that SSE is consistently positioned appropriately to all target audiences.
- 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.
- Connect with our students, SSE fellows and others eligible for our support to build market intelligence and to ensure SSE's activity remains relevant and responsive to their needs.
- 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 SSE fellows are coordinated through our marketing and communications work
- 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.
- Work collaboratively with the COO, other members of the senior management team (SMT) and the marcomms team to identify and action public affairs opportunities where possible.
- Own SSE's crisis communications function and ensure we continue to stay accountable to our crisis communications processes.

Financial management

- Hold and oversee all budgetary reporting for the communications team.
- Play an active role in the annual budget-setting process, leading on the development of the budget for the communications team.

- Work closely with the head of finance and director of DEAT to manage communications budgets, ensuring effective cost controls are in place and identifying and implementing efficiencies as necessary.

Key relationships

The postholder will report to the director of DEAT and work closely with our Head of Development, Head of Sales and Product Development and regional directors. This post will line-manage at least three roles: communications manager, communications coordinator and marketing associate. You may be required to bring in new team-members on fixed-term contracts, depending on the flow of programmes and projects.

Person specification

Essential

- Experience of managing a communications and/or marketing team.
- Experience of developing and implementing communications strategies for programmes, activities and/or organisations.
- Outstanding relationship-management and communication skills, with experience of building relationships with internal and external stakeholders at all levels and from a broad range of backgrounds.
- Excellent verbal and communication skills, with experience of engaging with and presenting to varied audiences.
- Written communication skills with experience of tailoring writing for varied audiences and varied channels.
- Leadership and team working skills.
- Influencing and negotiating skills, with experience of managing external contractors.
- Web and digital media skills with experience of managing a website and social media presence, and of using analytical tools to monitor the ROI of online activity.
- Knowledge of the media landscape and experience of securing media coverage to further organisational objectives.
- Experience of working with fundraising colleagues using communications to help engage new and existing donor relationships.
- Proficient in Word, PowerPoint and Excel.
- An entrepreneurial spirit, able to find and to create opportunities that benefit our network of SSE regional and international teams.

Desirable

- Knowledge of the social enterprise sector in the UK and/or internationally, and/or experience of working within the charity sector
- Knowledge of public affairs and policy environment and experience of using communications to engage and influence policy makers

- Commitment to furthering diversity, equity and inclusion (DEI) objectives through marcomms; experience in DEI
- Working knowledge of WordPress
- Working knowledge of design software, such as InDesign and Canva
- Working knowledge of Salesforce or similar

Personal attributes

- Solution focussed, entrepreneurial, resourceful and adaptable.
- Commercially minded with an ability to spot an opportunity, negotiate, and close deals
- 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.

Values and Mindset

We want to work with (and continue to develop) individuals who can embody and demonstrate the following values and mindset

Values	Mindset
<p>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.</p>	<p>Service Friendly, with a positive attitude; with an understanding that we are in service to our social entrepreneurs and fellows and are committed to providing the best possible experience at SSE.</p>
<p>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.</p>	<p>Commercial You understand how our income model works and our place in the sector. You will know what our core offer is, why we do what we do, in the way that we do. You understand that everyone is an advocate for new business and can help demonstrate efficiency and commercial awareness.</p>
<p>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.</p>	<p>Agile and flexible Agility is the ability to move quickly and easily. Flexibility is the ability to react to new environments or changing requirements.</p>
<p>Entrepreneurial</p>	<p>Can do</p>

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.	Solutions focussed, resourceful and adaptable. Will always think ‘how might we achieve this.’
Always Learning We listen to understand. We are passionate about learning and seek to constantly improve. We celebrate failure as well as success.	Passionate Someone who is enthusiastic about social entrepreneurship / social enterprise and its contribution to the economy and society.

Key details

Starting salary: £43,970 to £50,973 (depending on skills and experience) + 5% pension

Hours: 35 hours per week

We would be willing to consider a part-time role for the right candidate(s).

Annual leave: 25 days pro-rata

Contract: 9 months, fixed-term

Flexibility: Occasional evening / weekend work and travel within the UK may be needed, especially where support is required by the SSE Network

Location: Flexible, UK based

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

To apply, please complete your application [here](#), answering the following questions:

1. What attracted you to apply for this role?
2. What do you think makes you an excellent candidate for the Head of Communications role within SSE? Please refer to relevant skills and experiences.

Please use no more than 400 words in total to answer each of the questions.

Deadline: 9am on 1st March 2022

If you have any questions, or require reasonable adjustments, please email recruitment@sse.org.uk and title your email 'Head of Communications Application'.

Interviews will be held on **7th and 8th March 2022**. Second interviews are expected to be held during week commencing 14th March 2022.

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](#).

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**