

Terms of Reference Senior Marcomms Consultant

May 2022

We are seeking a suitably qualified and experienced part time consultant to lead School for Social Entrepreneurs (SSE) Marcomms Team, ensuring continuity in business as usual and leading on urgent special projects from the end of April 22 to mid-April / early May 23 for approximately 12 months.

This is a contract opportunity. Deadline for applications: 9:00am, Friday 13th May 2022

About SSE

We run courses that equip people to start, scale and strengthen organisations that make a positive difference. We help 1,000 people a year develop the skills, strengths and networks they need to tackle society's biggest problems. In turn, they help 3.4 million people in need.

Today we work internationally, with teams across the UK, Canada and India. But we're not a traditional school. Learning with SSE is inspiring, action-based and accessible. We support people in other ways too, such as funding and mentoring. Together, we're changing lives and transforming communities.

The Issues

SSE's Head of Communications will be on maternity leave from early June, returning in April / May next year, this will leave a capacity gap in terms of urgent project work and business as usual. Therefore, we are seeking an experienced, entrepreneurial marcomms lead to cover this period

Specifically, we are looking at this as an opportunity to explore how we can align our communications and marketing resources to deliver on our new strategy. With a renewed focus on UX design and digital solutions this is an exciting opportunity for an experienced communications and marketing professional. The new strategic focus on impact and social change means that the Marcomms function needs to pivot from a programme to a brand led approach which places the social entrepreneur at the centre of what we do, making this an opportunity for someone with experience of leadership and change management

Our marcomms teams sits within our Development and External Affairs team and so working with them and our Entrepreneurial Support and Delivery teams will be a key part of this role.

The task

1. Ensure continuity of business as usual: providing leadership to the marcomms team, ensuring quality and timeliness of outputs
2. Work within our new strategy to review our value proposition & embed within our marketing a communications plan and articulate to potential social entrepreneurs, fellows and funding partners in a way which widens our reach and increases impact
3. Working with the team to Design and lead the project for pivoting to a more brand and customer focused approach
4. Working within our 3-year engagement strategy to work with the team to explore what resourcing looks like to ensure robust and comprehensive delivery
5. Taking forward and leading a period of change, to focus on UX utilising digital technologies.

Project timescale

From mid-late May 22 to April 23 for approximately 12 moths on a part time basis. The consultant will be available 2 - 3 days a week with flexibility around days / times

Deliverables

- Team cohesion, taking team with you to help design and facilitate new approaches
- Maintaining Business as usual and introducing / building digital marketing pipeline
- Regular liaison across team to ensure alignment with operational plan
- Delivering on our engagement strategy (goals and key audience groups) 2022 – 2025
- Pivoting to new brand and UX led approach.
 - Resourcing structure
 - Completed report with costings and recommendations

The Consultant

The Consultant will have demonstrable experience of managing a marketing and communications function (preferable in a small / medium sized charity), including annual budgeting and planning. They will have experience of change management with a strong UX/digital background. Ideally, they will have experience of / good understanding of social entrepreneurship and the charity sector.

Expressions of interest

Expressions of interest must include the following information:

1. Personal/company profile
2. Proposed methodology (including timeline)
3. Costings

4. Track record of similar work

Please submit your proposal marked 'Marcomms Consultant' by 9:00am on Friday 13th May 2022 to sally.heard@sse.org.uk