



Recruitment Information Pack

Marketing Communications Manager

July 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

Benefits of working at SSE



Key benefits:

- 25 days' annual leave (pro-rata) + UK bank holidays
- 5% employer contribution to your pension



Learning & development:

- Annual training budget of £750 (pro rata)
- Attend SSE courses & learning sessions for free
- Monthly 'Lunch & Learn' sessions
- Group learning opportunities (e.g. productivity training, learning about inclusion)
- Annual development plans to set personal and professional goals



Wellbeing & health:

- All staff have access to Mindful Employer Plus, a 24/7 confidential employee helpline
- Opportunities to train in First Aid and Mental Health First Aid
- Regular wellbeing initiatives hosted by our Wellbeing Committee
- Free eyecare vouchers



Inclusion & connection:

- Certified Disability Confident Employer
- Committed to the EW Inclusive Cultures Pledge
- Our Diversity, Equity & Inclusion Plan 2021-24 commits us to creating an inclusive culture
- Regular online socials & weekly catch-ups
- Team away days twice a year



Flexible working & travel:

- Flexible working is welcomed!
- Teams based around the UK (as well as in India & Canada)
- Cycle to work scheme
- Annual season ticket loan



Get involved with the issues you care about:

We have a range of staff groups and committees that you might be interested in joining, including:

- Climate Action Working Group
- Diversity, Equity & Inclusion Group
- Wellbeing Committee

About the role

Purpose

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.

The organisation is in an exciting phase with new projects in marketing automation, content management and internal communications. There is lots to get involved with and a chance to lead on certain areas to build on your existing expertise or learn new skills and gain knowledge.

- Communications sits within the **Development & External Affairs Team**.
- The communications team works closely with other SSE functions, such as impact, quality, technology & learning, and programme management.
- The communications manager will be supported by and line-managed by the head of communications/Interim Marcomms Consultant.
- They will work in a small communications team, alongside and with support from the communications officer (though not line-managing them).

The marketing communications manager will lead on creating and delivering integrated digital marketing communications to support the recruitment and impact of our national UK programmes.

Programmes will be varied geographically and comprise of in person and virtual learning environments. A list of all our programme and online learning opportunities can be found on our website: www.the-sse.org.

As part of the work, we do at SSE the role will also incorporate managing communications for Match Trading, further details below.

- **Match Trading®** is grant-funding that pound-for-pound matches an increase in income from trading. By rewarding sales growth, Match Trading incentivises social organisations to develop their trading base, so they can build stronger futures. Our pilots of Match Trading to date have seen social enterprises and community businesses increase their typical income from trading by more than 90% in one year. Match Trading was created by the School for Social Entrepreneurs from 20 years of experience of helping people to create sustainable change in their communities. Match Trading is made possible with the support of pioneer partners, Lloyds Banking Group and National Lottery Community Fund, and its development is overseen by a Task Force of 20 leading social-sector organisations. It is now being rolled

out to more than 600 social organisations over a five-year period (including within the two programmes above). www.matchtrading.com

Job description

Key responsibilities

Managing student recruitment campaigns

- Create and manage national multi-channel digital and traditional marketing campaigns to recruit social entrepreneurs onto our national programmes.
- Ensure our regional UK teams are well-equipped to run regional recruitment campaigns for these programmes. E.g., developing UK-wide messaging and templates that ensure communications assets are consistent, on-brand and professional.

Managing programme communications

- Ensure we are communicating the impact of these programmes to relevant audiences to demonstrate the benefits of joining.
- This might include collecting case studies, media outreach, creating video assets and photography, developing digital and printed assets, writing blogs, political engagement, partnership working (The balance of tasks will depend on what the post holder determines will have most impact.)
- The role involves line management of external freelancers working on ad hoc projects during, agencies and guiding other junior members of the communications team to support campaigns.

Managing Match Trading communications

- Ensure we are communicating the impact of Match Trading to relevant audiences, including sharing learning with the sector as we roll out this new type of grant-funding.
- Capitalise on results of Match Trading programmes and research we have commissioned, to share SSE's learning about where Match Trading is positioned in the market; for example, communicating to the social sector the role we believe Match Trading can play in the funding landscape.
- Capture relevant Match Trading case studies.
- Maintain and update www.matchtrading.com
- Manage the quarterly Match Trading newsletter
- Develop and execute our communications plan for Match Trading, which for example could include thought-leadership articles and securing speaker slots at events, though exact tasks will be shaped by the person in the role.

Thought leadership & public affairs

- Upskill other members of the team - especially at senior/director level - to build confidence and ability in thought leadership.
- Secure thought leadership opportunities, in line with our public affairs goals.

- Contribute to strategy and tactics to engage government - national and local - in our work.
- Lead on LinkedIn strategy for SSE, including galvanising the wider team to develop their personal profiles on LinkedIn (as well as organisational profile).
- Secure relevant press opportunities to raise our profile with government audiences.

Diversity, equity & inclusion

- Champion an inclusion-first approach to student recruitment, in line with marcomms and DEO goals.
- Secure and manage partnerships with inclusion partners for recruitment campaigns.
- Share learning internally (for example, sharing resources, running/coordinating learning sessions, writing articles) to improve the organisation's collective understanding of DEI in marcomms and recruitment campaigns.

Evaluation, impact & relationships with funders

- Translate impact and evaluation reports into communications assets (including designing, reviewing and potentially rewriting impact reports) with a view to promoting as content internally and externally.
- Lead communications inputs into quarterly/bi-annual funder reports.
- Maintain strong relationships with funders as a key point of contact when related to marketing the programme.

Additional responsibilities

- Play an active role in strategic reviews, planning cycles and other activities that contribute to wider organisational learning and development as relevant within the team and the organisation.
- Managing programme marketing budgets and resourcing.
- Carry out other tasks that are within the scope, spirit, and purpose of the role.
- Get involved in marketing communications projects led by Head of Comms, with responsibility for specific project areas

Person specification

This role suits someone who can hit the ground running and be self-led. They will be comfortable owning projects and communications plans to meet strategic objectives. We are seeking a digitally minded marketer, who is comfortable with both traditional and digital marketing tools and techniques to create strategic communication plans to support the programmes we recruit for.

Skills and experience

- Likely to have held a communications manager role (or near manager-level) in the social impact/charities sector, or able to demonstrate how experience in another field makes them suitable.
- Comfortable thinking strategically to input into overarching strategy with the team
- Desire to own projects and progress strategic objectives.
- Comfortable developing and executing communications plans to meet targets, with the support of the head of communications/interim marcomms consultant.
- Comfortable with using metrics to measure the success of communications efforts.
- Comfortable building relationships with a broad range of stakeholders, internally and externally.
- Strong communications skills and high level of attention to detail.
- Experience with a range of traditional and digital communications tools and channels and understanding of best practice in some of these.
- Feels comfortable coordinating and delegating to others, such as other members of the team, external freelancers, and agencies.
- Comfortable managing a busy workload with competing priorities.

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 diverse applicants/audiences.
- Experience of managing budgets of several thousand pounds to execute plans.
- Experience of managing projects like those detailed above.
- Good understanding of own strengths and weaknesses, and able to determine how best to manage own workload around weaker areas.

Personal attributes

- Reliable and committed: someone who will take personal responsibility for getting the job done well.
- Motivated by addressing inequalities and social exclusion, and inclusive in their behaviour towards people.
- Behaves with integrity and is honest when things do not go to plan.
- A self-led and reflective learner takes the initiative to progress their skills and knowledge and is comfortable reflecting on their efforts.
- Able to work independently and take the lead on projects.
- Able to provide challenge to the status quo where needed, to ensure we keep improving our communications
- Organised: able to prioritise a varied workload and deliver to deadlines.
- Creative: innovative ideas about how to develop projects.
- A team player, committed to working collaboratively to achieve results.
- Friendly and professional.

Personal attributes

- Candidates should be strongly motivated by, and committed to, SSE's mission and to the social enterprise sector and its development; they should be comfortable working in an informal, fun, small organisation.

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

Key details

| | |
|----------------------|---|
| Salary: | Starting £34,734 pro-rata + 5% pension |
| Hours: | 28 hours per week |
| Annual leave: | 25 days pro-rata |
| Contract: | Permanent |
| 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 submit your CV, together with a letter telling us what you can bring to the role.

Deadline: 5:00pm on Friday 5th August 2022

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

Unfortunately, due to our limited capacity we are unable to provide feedback to candidates not shortlisted for interview.

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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**