



Recruitment information pack  
**digital marketing  
communications officer**

September 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](http://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](mailto: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 a Climate Action Working Group, Diversity, Equity & Inclusion Group, Wellbeing Committee and Digital Champions.

# About the role

## Purpose

The purpose of the marketing communications team at the School for Social Entrepreneurs (SSE) is to help SSE market to and engage with its external audiences including funders & partners, students & fellows, advocates & the wider social sector.

The team is also responsible for internal communications to the SSE staff team across the network. Marketing communications should help SSE articulate its purpose, impact to our stakeholders, and motivate them to act in ways that help SSE achieve our strategic aims.

The marketing function is responsible for generating interest from potential students to study at the SSE and to support the fellow's post-graduation. Building a strong fellow's community will create long lasting impact in the sector and foster recommendations for future students.

The marketing communication team sits within the development & external affairs team, collaborating with the development team and shaping SSE's brand and voice. The marketing communications team works closely with other SSE functions, such as impact, quality & learning, and programme management.

The digital marketing communications officer is a crucial member of the marketing communications team, reporting to the head of communications/marcomms consultant. They will support the team to achieve SSE's strategic priorities and engagement strategy goals, while maintaining and growing the general visibility of our brand among key audiences.

Much of their work will be focused on using digital marketing tools and techniques to attract social entrepreneurs to our learning programmes and support (supporting strategic priorities), working with colleagues on communication with fellows and helping SSE build our internal communications. They also provide counsel and support to other team-members and our wider network to create consistency in our marketing communications.

## Job description

### Key responsibilities

#### Managing communications for programmes and projects

- Support with digital marcomms for programmes nationally, working alongside Marketing Communications Manager across the programme portfolio
- Leading on specific programmes in regions/1-2 cohorts

- Develop the digital marcomms plans for these programmes, including student recruitment, student onboarding comms, impact comms to feed into external communications
- Work with internal and external stakeholders to ensure communications deliverables are met on time and on budget
- Work with funders and partners to ensure all parties are agreed on approach to branding, messaging and general marcomms

### **Social media oversight**

- Oversee and manage our social media channels: Twitter, Facebook, Instagram, LinkedIn, YouTube
- Direct management of social media campaigns via social media / scheduling platforms, or managing others (e.g., volunteer, assistant) to manage the channel
- Develop and own a social media strategy to support SSE's engagement strategy
- Lead the SSE network in its use of these channels, ensuring our messaging, approach and tone feels consistent across geographies; provide group learning sessions & collate feedback on successes & learnings as needed
- Coordinate joined-up and collaborative social media campaigns across the SSE network to deliver on your strategy, where relevant (e.g., #SSESupportsPride)
- Evaluate the success of social media according to strategic objectives so we can continually tailor our approaches to provide greatest ROI
- Manage paid-for social media budgets (e.g., Facebook Ads), typically up to a maximum of £2,000 per project/programme (with approval from the budget-holder)
- Counsel others in the SSE network on how they can deliver greatest ROI when investing in paid-for social media
- Stay abreast of social media updates and new insights to build on campaign performance and support advice to the wider SSE network

### **Managing suppliers to develop visual, video & print materials**

- Manage and continually develop our library of photography
- Manage budgets (typically up to £2,000, with the budget-holder's approval) to regularly commission photography from different geographies - to meet our brand guidelines and demonstrate visible diversity in all its forms
- Oversee our approach to video content - for example, developing video guidelines for the SSE network and maintaining our SSE YouTube channel
- Create other visual content, such as animations and infographics, and/or manage volunteers or suppliers to do so
- Create a suite of materials and templates that enables SSE teams to more easily and quickly develop visual content that is on-brand

- Develop videos for SSE (on occasion), by filming and editing yourself or by project-managing (e.g., managing budgets typically up to £3,000, managing suppliers & managing across multiple locations)

### **Content library management**

- Work with the team to build a content library management system for the comms team and wider network to utilise
- Create case studies by talking to the inspiring social entrepreneurs we support and writing up their stories
- Own SSE's content library to ensure we: have a good geographical spread of content; that our mix of stories, thought leadership pieces and case studies represents diversity in all its forms; that our content tell the story of our impact, in line with our organisational and engagement strategies
- Review the content templates (typically annually) to ensure they are fit for purpose in line with these aims, as well as easy to use and suitable for SSE teams' use
- As part of this review process, ensure our approach continues to prioritise informed consent from the people who are sharing their stories (e.g., prioritising their wellbeing by ensuring they are ready to share their story with the wider world)
- Ensure all content meets data protection, GPDR/PECR regulations

### **Media outreach & student publicity**

- Develop press releases & contact journalists where there is likely to be benefit in doing so, to amplify our programmes, projects, and work in line with marcomms plans and/or our engagement strategy
- Develop lists of journalists who could be interested in what SSE does and our student case studies
- Ensure that students being onboarded onto programmes you manage are equipped to mention SSE in the terms we prefer, by developing publicity guidelines

### **Special projects & commercialism**

- Own certain income-generating relationships - for example, the Good Finance marketing partnership
- Manage standalone communications projects that you are interested in to further develop skills and knowledge in key areas for the social impact sector
- Coordinate agencies and suppliers to deliver projects on time. For example, managing the production of a brochure

### **Website & content**

- Own and develop a Content Library to support communications across the network. Including creating structure, tagging, dissemination schedule and management
- Provide guidance to SSE teams using Wordpress and find ways to make content management on the website more efficient
- Oversee the SSE blog schedule, ensuring we publish new blogs at least fortnightly that represent a diverse mix of voices, geographies, and themes (in line with our engagement strategy)
- Liaise with our website development agency, Fat Beehive, to firefight issues on the website as they arise
- Own certain key sections of the website - for example, the Resources section
- Oversee our global shared Canva team - onboarding team-members from the UK, India and Canada and ensuring our suite of design templates is current and meets the needs of the wider team
- Create website content to ensure the website is relevant and topical, upload and update content
- Audit web content across SSE websites to ensure it is up to date

#### **Thought leadership & other communications support**

- When appropriate and in line with our engagement strategy, pitch SSE to speak at relevant conferences and exhibitions
- When appropriate and in line with our engagement strategy, coordinate small events to raise SSE's profile (for example, webinars or roundtables with typically up to fifty guests)
- As our research & policy function develops, you may be required to support the development of SSE research papers & reports (for example, commissioning & managing graphic design)
- Help develop the communications function at SSE by contributing to strategic planning and development and occasionally chairing meetings and groups about marcomms
- Counsel SSE teams and team-members with requests for support. For example, promotion of their activities or advice on design, and ensuring we are taking a joined-up approach across the SSE network
- Support others at SSE to correctly adopt our brand guidelines, such as auditing materials, or providing feedback and training
- Support the communication needs of development colleagues to engage our stakeholders. For example, feeding back on slide decks to ensure they are well-designed and on-brand

#### **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

- Carry out other tasks that are within the scope, spirit and purpose of the role

## **Key relationships**

- The post-holder will report to the head of communications / marcomms consultant (while head of communications is on parental leave).
- The communications team is part of the development and external affairs team.

## **Person specification**

### **Essential**

- Likely to have held a communications role (or other relevant role) for at least a couple of years
- Strong communications skills - proficient writing skills and/or a good eye for design - and strong attention to details
- Experience of managing social media channels for an organisation, ideally with a similar following or approaching the numbers of SSE's channels
- Experience of basic budget management (e.g., £500 - £5,000)
- Experience of managing marcomms projects - for example, briefing & managing suppliers/freelancers, delivering on time and to budget. This might include managing the production of a brochure, producing a series of videos, etc
- Understanding of the importance of brand; experience of coaching team-mates to adhere to brand guidelines
- Experience of monitoring and evaluating communications activity to understand how to deliver more ROI
- Evidence of planning & strategic thinking - for example developing a marcomms plan for a project or programme, or creating a social media strategy
- Experience in at least two of the following core comms skills areas: video content, photography, visual content such as graphics, writing content, case studies
- Commitment to SSE's mission, vision, and values
- Able to manage a busy and varied workload
- Able to develop good working relationships with external and internal stakeholders
- Commitment to diversity, equity, and inclusion: understanding of how to make marcomms more inclusive and commitment to ongoing learning in this area

### **Desirable**

- Experience of leading marcomms for education or development programmes (similar in nature & complexity to SSE's)



- Experience of Wordpress, a social media platform (e.g., Sprout Social), and all Microsoft core applications
- Experience of Canva or another design software; confidence in applying brand guidelines to creating templates for use by other team-members
- Experience of working in a charity, social enterprise, or other social sector organisation
- Experience of managing a commercial / income-generating relationship or partnership
- Experience of developing cross-promotional and collaboration opportunities with relevant networks and organisations

## 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.

## Key relationships

The post-holder will report to the head of communications / marcomms consultant (while head of communications is on parental leave). The communications team is part of the development and external affairs team.

## 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><b>Collaborative</b> 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><b>Service</b> 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><b>Trusting</b> 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><b>Commercial</b> 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><b>Inclusive</b> We want people to feel safe in being themselves, to maintain wellbeing and to bring their unique strengths and</p>	<p><b>Agile and flexible</b> Agility is the ability to move quickly and easily. Flexibility is the ability to</p>

voices to the table. We over-represent the under-represented. We honour lived experience.	react to new environments or changing requirements.
<b>Entrepreneurial</b> 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.	<b>Can do</b> Solutions focussed, resourceful and adaptable. Will always think 'how might we achieve this.'
<b>Always Learning</b> We listen to understand. We are passionate about learning and seek to constantly improve. We celebrate failure as well as success.	<b>Passionate</b> Someone who is enthusiastic about social entrepreneurship / social enterprise and its contribution to the economy and society.

## Key details

<b>Salary:</b>	Starting at £29,962 to £30,861 (depending on skills and experience) + 5% pension, and London weighting where applicable
<b>Hours:</b>	35 per week  We would be willing to consider a part-time role for the right candidate(s).
<b>Annual leave:</b>	25 days pro-rata
<b>Contract:</b>	Permanent
<b>Flexibility:</b>	Occasional evening / weekend work and travel within the UK may be needed, especially where support is required by the SSE Network  This role welcomes applications from candidates who would like to be considered for a job share.
<b>Location:</b>	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](#), using no more than 400 words to answer each of the questions.

**Deadline:** 5:00pm on Wednesday 5<sup>th</sup> October

If you have any questions, or require reasonable adjustments, please email [recruitment@sse.org.uk](mailto:recruitment@sse.org.uk) and title your email 'Digital Marketing Communications Officer 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](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**