



Recruitment information pack
**Marketing and Communications
Manager**

August 2023

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 and the Wellbeing Committee.

About the role

Purpose

The Marketing and Communications Manager will be lead on the recruitment of students to SSE's programmes and workshops. The role involves managing the recruitment process, making improvements to increase efficiency, and ensuring that recruitment targets are met.

You will also play a key role in increasing the SSE's earned income base through the further development and growth of our workshops, with an ambition to exceed monetary targets.

Job description

Key responsibilities

- Develop and implement marketing strategies to drive recruitment to SSE's programmes and short courses
- Continuously assess and optimise our sales and marketing processes to maximise their effectiveness
- Ensure that our portfolio of workshops continues to meet the needs of our customers
- Take day to day responsibility for the successful delivery of SSE workshops
- Line management of digital marketing and communications officer, and a digital asset officer

Managing student recruitment campaigns

- Create and manage national multi-channel digital and traditional marketing campaigns to recruit social entrepreneurs onto our courses.
- Ensure our 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.

Develop and implement sales and marketing strategies to drive the sales of our workshops and courses, with a focus on increasing the organisation's earned income base.

- Utilise a variety of communications channels including social media, email, and other digital marketing tools to lead on sales and marketing campaigns to ensure sales targets are met.
- Manage the sales process for SSE's courses and workshops, from lead generation through to participant enrolment. This includes responding to enquiries, providing relevant information and ensuring high levels of customer satisfaction throughout the sales process.

- Manage and develop relationships with existing customers to encourage repeat business.

Continuously assess and optimise our sales and marketing processes to maximise impact and revenue.

- Identify opportunities to improve the sales process and use digital tools to improve the customer journey for course participants, from acquisition to post course follow up.
- Work to automate existing manual processes to increase efficiency of the marketing and sales cycles, including leading on the implementation of Dot Digital as SSE's email marketing platform
- Manage Google Analytics and Google Adwords

Ensure that our portfolio of workshops continues to meet the needs of our customers

- Collaborate with other members of the SSE team to identify and pursue new workshop opportunities.
- Data capture and analysis of customer satisfaction and feedback among those attending workshops at SSE to inform future planning.
- Undertake market research to make sure our workshops remain relevant to our customers.
- Liaise with external course providers where necessary to ensure that the portfolio of SSE workshops meet customer needs.

Take day to day responsibility for the successful delivery of SSE workshops

- Ensure that course and workshop content is accurately reflected in sales and marketing materials. This includes creating copy, developing visuals, and updating website content.
- Manage the successful administration of courses working in conjunction with colleagues, including booking Zoom meetings, sending participants course information, liaising with facilitators and managing post-course follow up.

Key relationships

The post-holder will report to the Head of Marketing and Communications and have line management responsibility for a digital marketing and communications officer, and a digital asset officer.

Person specification

Essential

- Excellent people management skills

- Strong understanding of sales and marketing best practices, with experience working across sales and marketing campaigns with a track record of hitting targets.
- Excellent communication skills, with the ability to develop compelling copy and visuals that resonate with target audiences
- Experience working with customer relationship management (CRM) systems, preferably Salesforce
- Able to handle customer enquiries in a prompt and courteous manner
- Programme and /or project management skills with experience of coordinating multiple elements and stakeholders.
- Relationship management and communication skills, with experience building relationships with internal and external stakeholders at all levels and from a broad range of backgrounds
- Organisational skills and experience of managing a diverse workload in a fast paced environment.

Desirable

Personal Attributes

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

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</p>

	advocate for new business and can help demonstrate efficiency and commercial awareness.
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.	Agile and flexible Agility is the ability to move quickly and easily. Flexibility is the ability to react to new environments or changing requirements.
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.	Can do 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

Salary: Starting £40,630 - £41,849 depending on skills and experience + 5% pension

Hours: 35 per week, typical office hours 9am-5am or 10am-6pm. We would be willing to consider a part-time role for the right candidate(s).

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 complete your application [here](#) using no more than 500 words to answer each of the questions.

Deadline: 5pm on Friday 15th September 2023

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

The selection process will comprise of two interviews. The first round of interviews will be held in the week commencing 21st September with second round being held week commencing 2nd October.

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**