

Our comm



SCHOOL  
FOR SOCIAL  
ENTREPRENEURS



# Marketing & Communications Officer

Job Pack  
July 2026



# WELCOME



Thank you for your interest in joining SSE. We exist because the challenges facing our communities — poverty, poor health, climate change, inequality — are too big and too urgent for any one sector to solve alone. What we've learned, over more than two decades, is that when you invest in the right people and give them the right support, extraordinary things happen.

SSE isn't a traditional school. We don't lecture. We create the conditions for people to learn from each other, to take risks, and to grow — in a way that's genuinely accessible to people who haven't always been well-served by traditional institutions. We've worked with thousands of leaders of social change and distributed millions of pounds in grants. The organisations we support reach thousands of people.

If you're someone who cares about this work, who brings both skill and purpose to what you do, and who wants to be part of an organisation with serious ambition for what comes next — we'd love to hear from you.

Alastair (Ali) Wilson OBE  
Chief Executive, School for Social Entrepreneurs



# ABOUT THE SCHOOL FOR SOCIAL ENTREPRENEURS

We can't fix issues like poverty, inequality, health and climate change alone. We are fully conscious of the scale of the challenge that faces the country and the urgent need to respond. That's why the School for Social Entrepreneurs exists, to empower and equip people with entrepreneurial ideas and solutions to grow the social economy.

The social economy is a movement of organisations and enterprises that prioritise people and planet. Together, we are committed to tackling the greatest social and environmental challenges of our time.



## OUR PURPOSE

To back people with purpose and build a better world together.



## OUR VISION

A fair and sustainable world where the potential of all people is realised.



## OUR MISSION

To equip people with skills, funding, and networks to realise their potential, improve lives and protect the planet.



# OUR VALUES



## **Integrity**

We do what we say we're going to do. We take ownership and responsibility for our actions. We rely on open, authentic relationships.



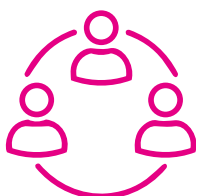
## **Entrepreneurial**

Purpose-led and ambitious, we combine creativity with commercial thinking to deliver real impact. Resourceful and solutions-focused, we turn ideas into sustainable growth and meaningful results.



## **Impactful**

Everything we do is ultimately about creating impact and achieving our vision and mission. We are impact-focused in all we do.



## **Collaborative**

We go further together. By partnering openly and supporting our social entrepreneurs and fellows, we amplify their work, ask for help, share solutions, and enjoy the journey.

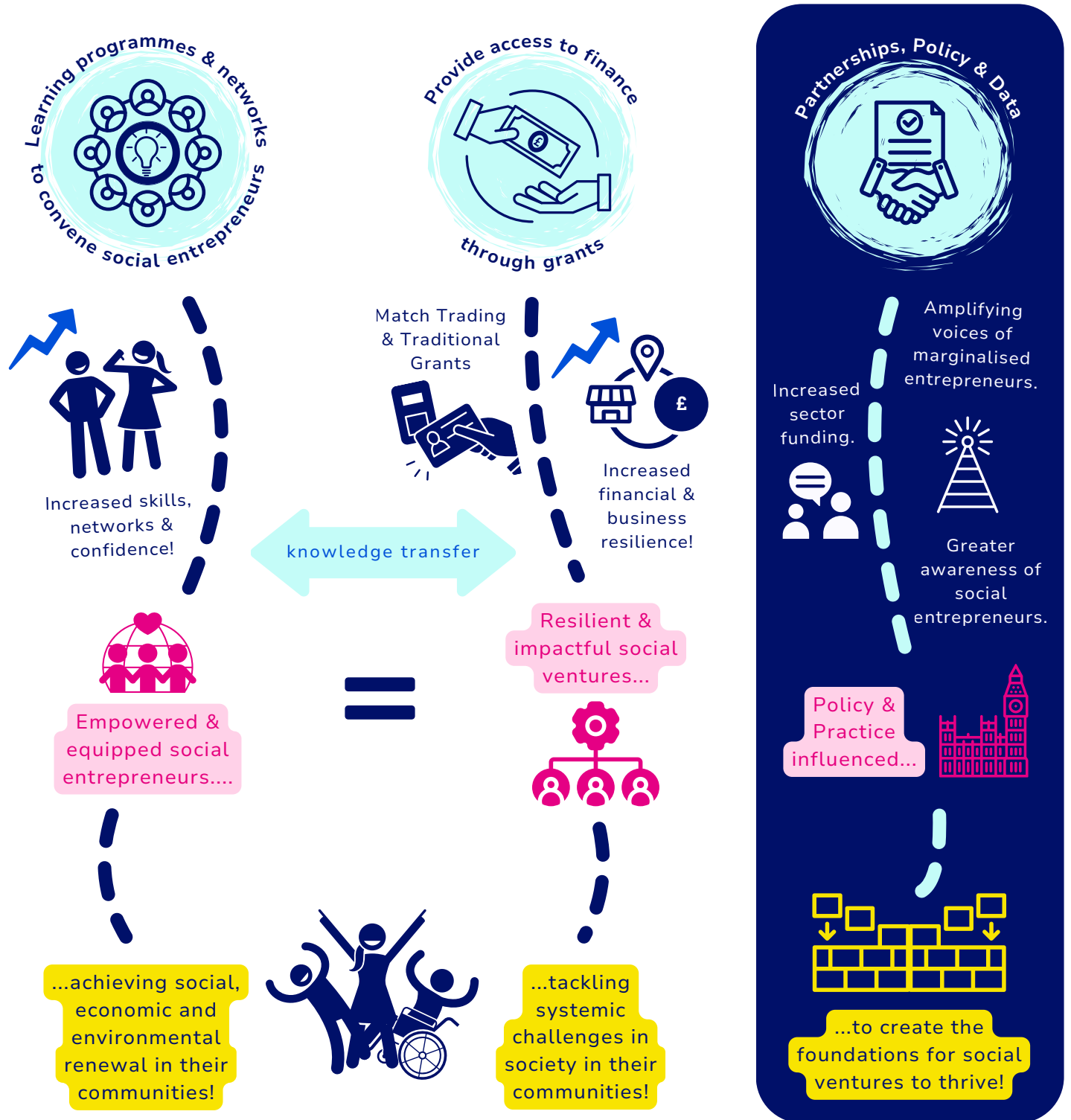


## **Equitable**

We value talent and insight, recognising unequal barriers. We actively amplify underrepresented voices in our programmes and in how we work.



# THEORY OF CHANGE



## SSE'S VISION

A fair and sustainable world where the potential of all people is realised.



# OUR STRATEGY

We are in the second phase of our 10-year strategy, **Bold Repositioning**, and are focused on increasing our impact, deepening our support for social entrepreneurs, and shifting the conditions that enable the social economy to thrive.

**Our mission remains clear:** to empower and equip people with entrepreneurial ideas and solutions to tackle society's greatest challenges.

**Over the next three years, we will work towards three core outcomes:**

## EMPOWERED AND EQUIPPED SOCIAL ENTREPRENEURS

We will provide accessible, place-based and theme-driven learning programmes, we'll support individuals with lived experience and entrepreneurial talent to develop the skills, confidence and networks needed to drive social and climate change.

## RESILIENT AND IMPACTFUL SOCIAL VENTURES

We'll expand our unique Match Trading offer and refine our funding support to help ventures grow their income, business resilience and long-term sustainability.

## POLICY AND PRACTICE TO SUPPORT SOCIAL ENTERPRISE

By harnessing robust data and working in partnership across sectors, we'll influence national and local policy and position social entrepreneurship as a driver of regeneration, climate justice, and inclusive growth.

By 2028, we will continue to amplify the voices of underrepresented entrepreneurs and **establish SSE as the go-to convenor, connector and champion of the UK's social economy.**



# OUR LEARNING PROGRAMMES

We offer lots of ways than for people to access learning that supports real-world change. From deep, structured programmes to bite-sized workshops and webinars, our course offer reflects the diversity of needs across the social enterprise and VCSE sectors.

Our learning programmes are designed to enable our strategic goal of igniting the social economy.

**This is done through three key pillars:**



To ignite entrepreneurship in communities to achieve social and economic renewal



To accelerate social innovation to tackle systemic challenges in society and to harness our network and insights



To influence policy and practice

**“ SSE changed my life! I will forever be grateful to SSE for what you have done for me and the organisation. ”**

— James Adeleke, *Generation Success*





# BENEFITS OF WORKING AT SSE



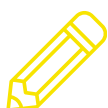
## TIME OFF

25 days' annual leave (pro-rata) plus UK bank holidays, with leave increasing incrementally after three years of continuous service.



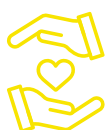
## PENSION & FINANCIAL SECURITY

We contribute 5% to your pension, and all staff are covered by a Death in Service benefit worth twice their annual salary.



## LEARNING & DEVELOPMENT

You'll have access to some of our SSE short courses and learning sessions free of charge, alongside an annual development budget.



## WELLBEING

All staff have access to an employee assistance programme and free eyecare vouchers.



## INCLUSION & CONNECTION

We're a certified Disability Confident Employer and are committed to building a genuinely inclusive culture. We come together as a whole team every two months, with regular online socials and annual in-person away days.



## FLEXIBLE WORKING & TRAVEL

We welcome flexible working and have team members based across the UK. We also offer a cycle to work scheme and, for London-based staff, an annual season ticket loan.

**“ Our culture is incredibly supportive and welcoming. It's something that SSE does exceptionally well. ”**

— SSE staff survey 2026



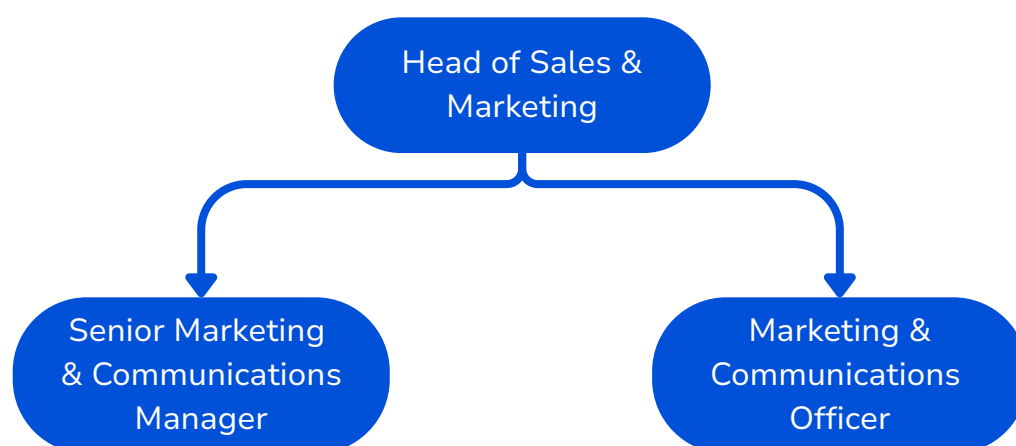
# ABOUT THE MARKETING & COMMUNICATIONS TEAM

The marketing and communications team is small but mighty. We help people find the School for Social Entrepreneurs (SSE), understand what we do and take the next step, whether that is applying for a programme, booking a workshop, coming to an event, becoming a partner or engaging with our work.

We lead programme recruitment across SSE. That includes campaign planning, email marketing, social media, web content, partner communications and applicant journeys. We also manage SSE's outbound communications, making sure our messages are clear, timely and joined up across newsletters, press, stakeholder updates, programme promotion and wider brand activity.

It is a creative, varied team where the work moves quickly and no two days feel the same. You will work across the full communications mix, helping us turn ideas, stories and programme information into clear, engaging content that reaches the right people and encourages them to act.

The work is fast-paced, but it is also genuinely rewarding. Good marketing at SSE means more social entrepreneurs hear about the support available to them, more partners understand our impact and more people see the value of social enterprise. We are practical, collaborative and always looking for ways to improve. If you enjoy making things clearer, sharper and more engaging, and you want to see your work make a real difference, this is a brilliant team to be part of.





# MARKETING & COMMUNICATIONS OFFICER

## Key Responsibilities

### Recruitment & Campaign Delivery

- Support the delivery of recruitment campaigns for all learning programmes.
- Create and update recruitment materials, including web copy, emails, social posts, partner copy, comms packs and Canva assets.
- Keep campaign timelines, task lists and content schedules up to date.
- Support promotion around key campaign moments, including programme launches, information sessions, application deadlines and final call-outs.
- Liaise with programme teams to gather information, check details and keep materials accurate.
- Monitor application numbers and campaign activity, escalating risks when recruitment appears off track.

### Partner Promotion & Events

- Prepare simple partner promotion packs, including suggested email copy, newsletter copy, social posts and key messages.
- Support outreach to partners, funders, networks and referral organisations who can help promote programmes.
- Support the promotion of recruitment events, webinars and information sessions.
- Create event listings, email invitations, social media posts and follow-up communications.

### Brand & Content

- Help ensure SSE, Match Trading and other associated brands are presented consistently across programme and recruitment communications.
- Create clear, engaging and inclusive content for different audiences and channels.
- Maintain consistency across programme pages, email communications, social media, partner materials and campaign assets.
- Support the use of agreed templates, tone of voice and visual identity.



## Social Media & Digital Channels

- Manage day-to-day social media activity for SSE.
- Create, schedule and publish content across key channels, including LinkedIn and Meta platforms.
- Use social media to support programme recruitment, share stories, promote events and increase visibility.
- Update web and email content using tools such as WordPress and Mailchimp.
- Use digital tools including Salesforce, GA4, Canva, Eventbrite or Ticket Tailor, Meta ads and LinkedIn to support campaign delivery and reporting.

## Key Relationships

The Marketing and Communications Officer will support the day-to-day delivery of recruitment, marketing and brand activity for learning programmes across the School for Social Entrepreneurs.

Working with the Head of Sales & Marketing, Senior Marketing & Communications Manager and programme team, the role will help deliver agreed recruitment plans, create campaign content, manage day-to-day social media activity, keep programme communications on track, and ensure SSE, Match Trading and other associated brands are presented clearly and consistently.

This is a hands-on delivery role. The postholder will play a key role in making sure the practical activity needed to support recruitment and brand visibility happens on time and to a high standard.



# PERSON SPECIFICATION

## Essential

- Experience supporting marketing, communications, recruitment or campaign activity.
- Experience creating copy and content for email, websites, social media or campaign materials.
- Strong writing skills and attention to detail.
- Good understanding of brand consistency, tone of voice and visual identity.
- Strong organisational skills, with the ability to keep multiple tasks moving.
- Experience using digital tools to publish, promote or monitor content.
- Ability to work with colleagues across different teams and follow up on agreed actions.
- Ability to monitor simple data and spot when activity may be off track.
- Commitment to inclusive communications and reaching diverse audiences.
- Experience using software such as Mailchimp, WordPress, Salesforce, GA4, Canva, Eventbrite, Ticket Tailor, Meta ads or LinkedIn.

## Desirable

- Experience supporting recruitment for learning programmes, grants, events, fellowships or similar opportunities.
- Experience working in the charity, social enterprise, education, environmental or purpose-led sectors.
- Experience managing or supporting organisational social media channels.
- Understanding of social enterprise, environmental enterprise or community-led change.



# KEY DETAILS

<b>Salary:</b>	From £30, 140 per annum pro rata + 5% pension
<b>Hours:</b>	1.0 FTE - working hours are typically 9am - 5pm
<b>Annual leave:</b>	25 days per annum per annum pro rata + bank holidays
<b>Contract:</b>	Permanent
<b>Flexibility:</b>	Occasional evening / weekend work and travel within the UK may be needed.
<b>Location:</b>	Flexible - Candidates must be based in the UK but can work remotely

Please note, we are unable to accept applications from candidates who require visa sponsorship.





# TO APPLY

Our application form can be found [here](#). The deadline for applications is Monday 20th July at 9:00am.

Interviews will be held online w/c 10<sup>th</sup> August and w/c 17<sup>th</sup> August 2026.

SSE particularly welcomes applications from racialised minorities who are currently under-represented in our workforce. We are committed to building a team that reflects the communities we serve.

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

