

EDUCATION MARKETING & COMMUNICATIONS OFFICER RECRUITMENT PACK

Closing Date: 1pm, 8 August 2022

Interviews: 17 and 18 August 2022



**SOCIAL
ENTERPRISE
ACADEMY**

EDUCATION MARKETING AND COMMUNICATIONS OFFICER

PERMANENT | FULL TIME (35 hours per week with flexible working opportunities)

SALARY - £25,740 PLUS COMPANY BENEFITS [INCLUDES A COMPANY PENSION, 35 DAYS ANNUAL LEAVE, AN EMPLOYEE ASSISTANCE PROGRAMME AND LEARNING AND DEVELOPMENT OPPORTUNITIES]

BASED IN SCOTLAND – SOME REMOTE WORKING, SOME TRAVEL TO SCHOOLS/MEETINGS ACROSS THE AREA PLUS ONE DAY A WEEK WORKING IN THE OFFICE [EDINBURGH, MUIR OF ORD OR GLASGOW]

Are you passionate about empowering young people to reach their full potential? Join us in our goal to create a social enterprise in every school in Scotland by 2024.

Innovated in partnership with The Scottish Government in 2007, Social Enterprise Schools enables every young person to step up, realise their potential, and create the change they want to see in the world.

By giving young people a real-life experience of running their own social enterprise in school, this fully-funded programme delivers transformational learning which impacts both them and their community.

In their **10 year Strategy for Social Enterprise**, the Scottish Government announced its ambition to see a social enterprise in every school in Scotland. We have been tasked with leading on the delivery of this goal.

From making sustainable crafts to funding community defibrillators to tackling local unemployment through computer coding classes, these young people are stepping up, taking action and demanding change.

Your role will be to support the growth of the programme, increase our presence nationally and creatively engage key stakeholders to make this vision a reality. As part of a highly motivated team, this opportunity offers variety, satisfaction and a great opportunity to be part of something that is making a difference to Scotland.

We look forward to reading your application!

Yours sincerely,



Neil McLean

Chief Executive

Social Enterprise Academy

JOB PURPOSE

We are looking for someone with creativity, a flair for storytelling and a great work ethic to help us raise our profile, showcase our impact and engage our key audiences.

Working closely with the Education Team, Marketing Manager, and Design & Communications Officer, you will have a critical role in support the growth of Social Enterprise Schools across Scotland.

Your role will involve developing targeted communications campaigns, managing our marketing channels and creating engaging content that supports the Social Enterprise Academy's work in schools across Scotland.

You will contribute to key projects and work closely within a creative team to explore ideas and make decisions. You'll also be supported to develop and grow yourself, and build strong relationships across the organisation.

If you have experience of producing creative content and marketing campaigns, have outstanding communication skills and a supportive team spirit, we would love to hear from you.

Having the right mind-set, attitude and approach is as important for us as having the right experience and skills. We appreciate that the best person might not have all the listed criteria yet so if you feel your experience and skills will help you to make a great contribution in this role and you have the right mind-set, we would welcome an application from you.

MAIN RESPONSIBILITIES:

MARKETING PLANNING (20%)

- Develop and implement education marketing and communications plan, managing marketing calendar in collaboration with the Education Team
- Create marketing and communication campaigns around our key annual events; Dragons' Den competitions, Social Enterprise Schools Awards and The Big Issue: Schools Takeover
- Collaborating with our PR agency and the Education Team to raise awareness of Social Enterprise Schools and key events throughout the year

SOCIAL MEDIA & WEBSITE MANAGEMENT (35%)

- Provide day to day management of our education marketing channels including; social media, e-newsletters and website
- Develop and share content that engages our audiences and increases our reach in line with strategic marketing goals
- Manage and develop our growing Social Enterprise Schools website pages and their accompanying systems and processes

CONTENT CREATION (35%)

- Collaborate with the Education team and facilitators to capture stories that add value for our audiences and demonstrates our impact
- Work with the Education Team and Design and Communications Officer to create effective multimedia content, in line with brand guidelines
- Ensure all digital content is optimised across all platforms for user experience and accessibility

MATERIALS DEVELOPMENT (10%)

- Create targeted informational and promotional materials in collaboration with the Education Team for our key stakeholder groups. e.g. Sponsors, schools, young people

WORKING AS A TEAM

- Be a supportive team member and work collaboratively and positively with the Education Team, Global Learning Lab, Education Facilitators and other staff
- Work closely with the Marketing & Communications Manager to plan, develop and deliver an Education communications plan
- Working with the Design and Communications Officer to create content that has high visual impact, in line with brand guidelines

PERSON SPECIFICATION

SKILLS & EXPERIENCE: ESSENTIAL

- A relevant qualification in a related subject and/or experience of delivering marketing and PR activities across different digital marketing channels
- An awareness of the Education landscape in Scotland and the Curriculum for Excellence
- Experience of producing highly effective content and campaigns for digital and print formats
- Outstanding written and oral communication skills
- A flair for storytelling and understanding what content appeals to audiences
- An understanding of social media trends and platforms that are popular amongst our partners and stakeholders, and specifically platforms that currently engage young people
- Able to manage a busy workload with multiple projects and deadlines
- Able to build excellent relationships with internal and external stakeholders
- Good eye for design and willingness to learn photo and video editing software

SKILLS & EXPERIENCE: DESIRABLE

- Gaelic language proficiency (spoken and written)
- Photography and videography skills
- Experience of web content management systems
- An understanding of the principles of good web design and user experience
- An awareness of designing accessible and user-friendly content for a range of audiences

VALUES & ATTRIBUTES

- A positive spirit who is keen to learn new things and develop further
- An understanding of, and commitment to, the values of equality of opportunity, diversity and inclusion, and social enterprise

MANAGEMENT AND SUPERVISION

- You will be part of the Education Team and work closely with the Global Learning Lab
- You will report to the Head of Education – Social Enterprise Schools

OUR COMMITMENT TO DIVERSITY AND INCLUSION

- We believe that having a diverse and inclusive staff makes for better discussion, better decision making and better organisational impact. It also better reflects the people, businesses and communities we support.
- The Social Enterprise Academy is committed to the active promotion of Equal Opportunities and the living wage as an employer and in the provision of services to the community
- As part of our commitment to diversity and inclusion we are taking active measures to improve and ensure that our recruitment process is accessible and inclusive
- When you apply for a job with us, you can know that:
 - » The advert language has been pre-assessed for gender bias
 - » Our application form is in word document format, with alternative formats available upon request
 - » We are happy to discuss reasonable adjustments for your application and/or interview process
 - » We anonymise applications ahead of the shortlisting process

TERMS & CONDITIONS

- 35 hours working week with the option for flexible working
- Based in Scotland – Some remote working, some travel to schools/meetings plus one day a week working in the office (Edinburgh, Muir of Ord or Glasgow)
- Annual leave entitlement is 25 days plus 10 public holidays
- Staff benefits include a company pension (up to 8%), an employee assistance scheme and learning and development opportunities
- Notice period – 2 months

HOW TO APPLY

- Complete the application form and the equality and diversity monitoring form
- Send your application form and equality and diversity monitoring form in Word document format to seahr@socialenterprise.academy by 1pm on Monday, 8 August 2022
- Please note that interviews will take place via Zoom between 17 and 18 August 2022

More information available at: <https://www.socialenterprise.academy/scot/join-the-team>

If you have any questions or if you would like to discuss any reasonable adjustments for the application or interview process please get in touch:

[Lanagh Taylor](#) | 0131 243 2670 | seahr@socialenterprise.academy



Global Gathering – Scotland



Global Gathering



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WE WOULD LOVE TO HEAR FROM YOU!

For more information, please contact:

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