



We are looking for an event and marketing coordinator to join our team

As part of the Sheffield Social Enterprise Network's (SSEN) expansion, as we develop a new programme of specialist support for the Social Enterprise sector in Sheffield, we are looking for an event and marketing coordinator to join our team.

This is an exciting opportunity to work within our growing team and alongside our partners to coordinate and promote our network's events. You'll be great at making connections, public speaking, communicating messages and producing marketing materials through a range of media. You'll get to know the city's social leaders, decision makers and key players, building lasting connections, raising the profile of social enterprise and nurturing mutual support.

SSEN is a membership based social enterprise. Our work includes our membership programme, working with partners, consultancy support, delivering events for social entrepreneurs and those working in the sector and advocacy and representation for the sector both locally and nationally.

Salary

Starting salary: £27,000 full time equivalent, £16,200 for a 21 hour work week (full time equivalent x 60 per cent).

Deadlines for applications

9am on Wednesday 13th December 2023.

For full details and job description please download the job pack below and either send a CV (no longer than 2 pages) and covering letter or up to two pages of A4 or a short video or audio clip outlining relevant experience and motivation, and contact details for two referees.

Job Description

Event & Marketing Coordinator

Sheffield Social Enterprise Network (SSEN)

Introduction

Sheffield Social Enterprise Network (SSEN)¹ is a member-led network bringing together social entrepreneurs, social enterprises and those who support them. SSEN has a mission to enable social enterprises to “achieve greater social impact through making connections, becoming better informed, sharing experiences and leveraging a stronger collective voice”. SSEN has led in successfully gaining accredited Social Enterprise Place status for Sheffield in 2022, following the award of Social Enterprise City status in 2018, and is now aiming to deepen awareness, knowledge sharing and peer support for social enterprise and to expand its reach into the Sheffield City Region (SCR). SSEN is the lead partner on the Social Enterprise Growth Accelerator (SEGA) programme, a new programme of free and comprehensive support for Social Enterprises in Sheffield.

Job Overview

We are looking for an entrepreneurial individual to work alongside our partners to support the city region’s social enterprise sector with a focus on network event coordination and marketing. This is an exciting opportunity to coordinate and promote our network’s events. You’ll be great at making connections, public speaking, communicating messages and producing marketing materials through a range of media. You’ll get to know the city region’s social enterprise leaders, building lasting connections, raising the profile of social enterprise and nurturing mutual support.

¹ www.ssen.org.uk

Duties and Responsibilities

- Fulfil the delivery of SSEN's events, workshops and masterclasses, working with partner organisations where required, as part of our Social Enterprise Growth Accelerator (SEGA) programme work.
- Network and connect with social enterprises in the region to promote events hosted by SSEN and the wider SEGA programme .
- Attend SEGA programme event planning meetings (generally quarterly).
- Develop, coordinate, and execute marketing campaigns and branding strategies.
- Create and share content on social media to promote the SEGA Programme, events hosted by SSEN and any other relevant content connecting with SSEN's strategy and social enterprises.
- Analyse market trends & customer demographics to improve the organisation's marketing efforts.
- Provide marketing reports, gathering pertinent information, and organising it into visual or written presentations.
- Understand brand guidelines and consistently implement the brand voice across all channels and marketing materials.
- Provide the Network Administrator with content for the newsletter.
- Work with the Network Administrator to complete relevant administration, evidence and monitoring for events hosted by SSEN.
- Delegate event planning tasks to other staff members where necessary.
- Work closely with other members of the SSEN team and support in other areas as necessary enabling SSEN to fulfil its vision and strategy.
- Complete any other necessary administration, budgeting or other tasks required in order for the above to be fulfilled successfully.
- Undertake such other duties as reasonably required.

In carrying out these duties the post holder will be required to respect all internal policies and procedures of Sheffield Social Enterprise Network and of the SEGA programme including on equalities and diversity, environmental, and health and safety.

Reporting

Supervision and support for the post will be provided by the SSEN CEO. The post holder will provide regular progress reports to the SSEN Board and the Project Management Group of the SEGA programme.

Person Specification

Essential criteria

- Experience in managing and delivering events.
- Confident, friendly and articulate manner
- Exceptional team working skills.
- Effective communication skills, both written and verbal.
- Excellent customer service skills, including handling email enquiries.
- Ability to assess and organise resources, and plan and progress work activities.
- Experience of adapting own skills and knowledge to new circumstances
- Ability to prioritise demanding workloads.
- Experience of using social media and design programmes such as Canva.
- Computer literacy, including programmes such as Word, Excel and PowerPoint.

Desirable criteria

- Current understanding of the strategic context for social enterprise.
- Knowledge and understanding of the external social enterprise agenda and environment.
- Experience of working with and managing budgets.
- Experience of effectively managing and building client relationships.
- Ability to develop creative approaches to problem solving.
- Experience of developing and maintaining a network of contacts.

Terms and conditions

Salary

Starting salary: £27,000 full time equivalent, £16,200 for a 21 hour work week (full time equivalent x 60 per cent).

Pension

Stakeholder pension scheme offered with employer contribution of 6 percent of gross salary. The minimum employee contribution is 2 percent of gross salary although you can opt to contribute more.

Location

Hybrid working arrangement. Office location a mix of Union St Co-working space and Business Sheffield's 'Business Hub' at Electric Works with a blend of home working.

Holidays

25 days annual leave, plus bank holidays. Works out at 15 days pro rata to hours worked (60 percent).

Hours

Part-time 21 hours per week (60 percent of full-time equivalent).

Trade union

The person appointed is encouraged to belong to an appropriate trade union.

Duration and probationary period

The position is a permanent contract linked to delivery of a time limited project scheduled to end on the 31st March 2025. There is potential for the project to be extended beyond this period for a further 3 years. The post is subject to a probationary period of three months and annual or more frequent performance based review thereafter.

Equality and Diversity Policy

SSEN recognises the benefits of having a diverse workforce and will take steps to ensure that:

- (a) We endeavour to recruit from the widest pool of qualified candidates practicable;

- (b) Employment opportunities are open and accessible to all on the basis of their individual qualities and personal merit;
- (c) Where appropriate, positive action measures are taken to attract applications from all sections of society and especially from those groups which are underrepresented in the workforce;
- (d) Selection criteria and processes do not unlawfully discriminate on the grounds of sex (including marital status, gender reassignment, pregnancy, maternity and paternity), sexual orientation (including civil partnership status), religion or belief, age or disability; other than in those instances where A Mind Apart Theatre Company Limited is exercising permitted positive action or a permitted exemption;
- (e) Wherever appropriate and necessary, lawful exemptions (genuine occupational requirements) will be used to recruit suitable staff to meet the special needs of particular groups.