

CANDIDATE
INFORMATION
PACK

SSF Marketing and Communications Manager

2024 / 2025

CHARITY NO. SC034085

Who we are

Our vision

A world where young people fulfil their potential.

Our mission

We use sport as a catalyst to enable young people to be healthier, more confident and more resilient, so they are better prepared to combat the effects of poverty, trauma and adversity.

What we do

We enable young people, living in challenging environments, to become champions for good in society.

We are

Connecting, listening, and acting.

Educating and enabling others to expand our impact.

Creating spaces for young people to feel safe and welcome.

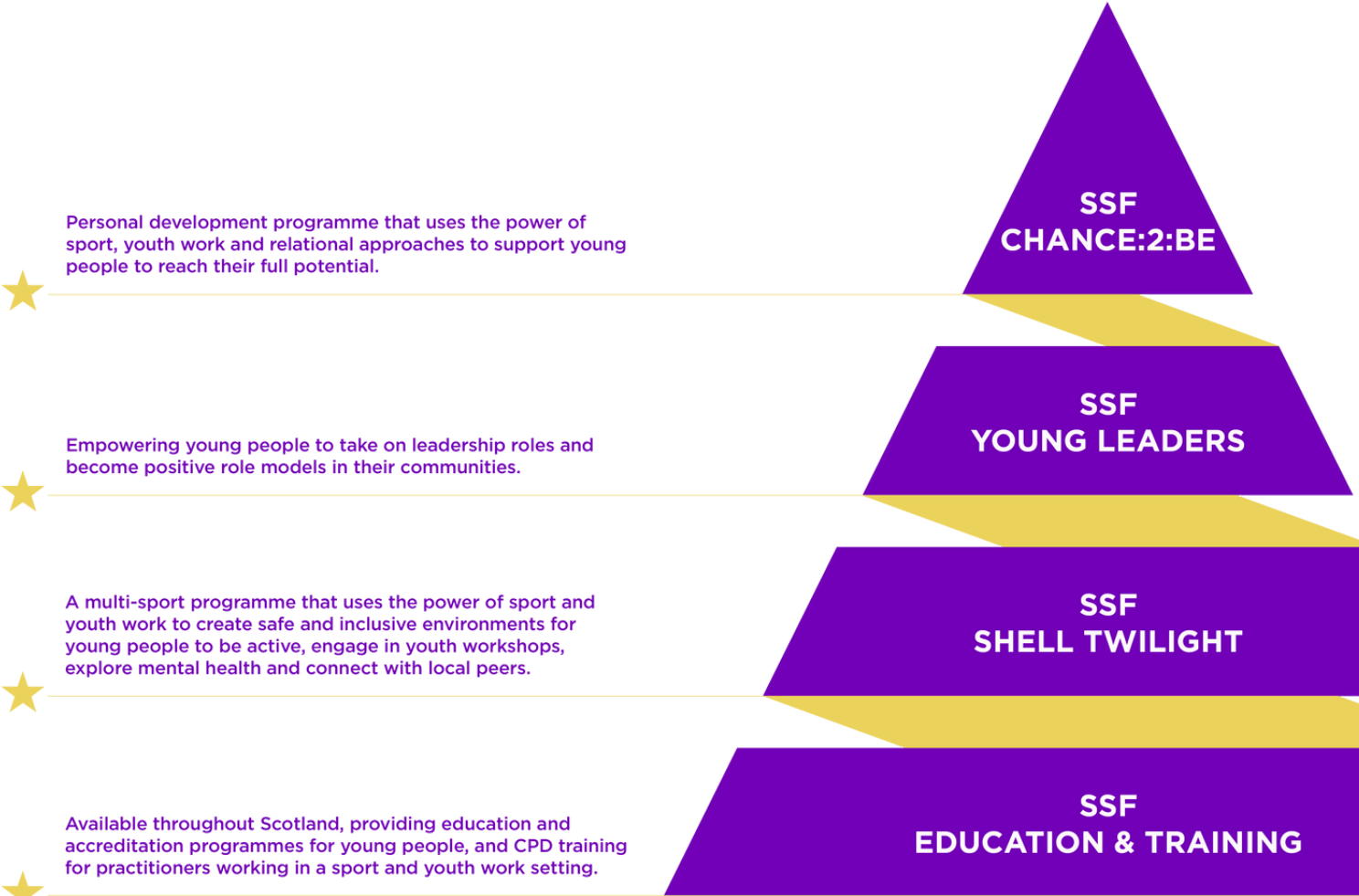
Harnessing the power of sport.

TRANSFORMING YOUNG LIVES THROUGH SPORT

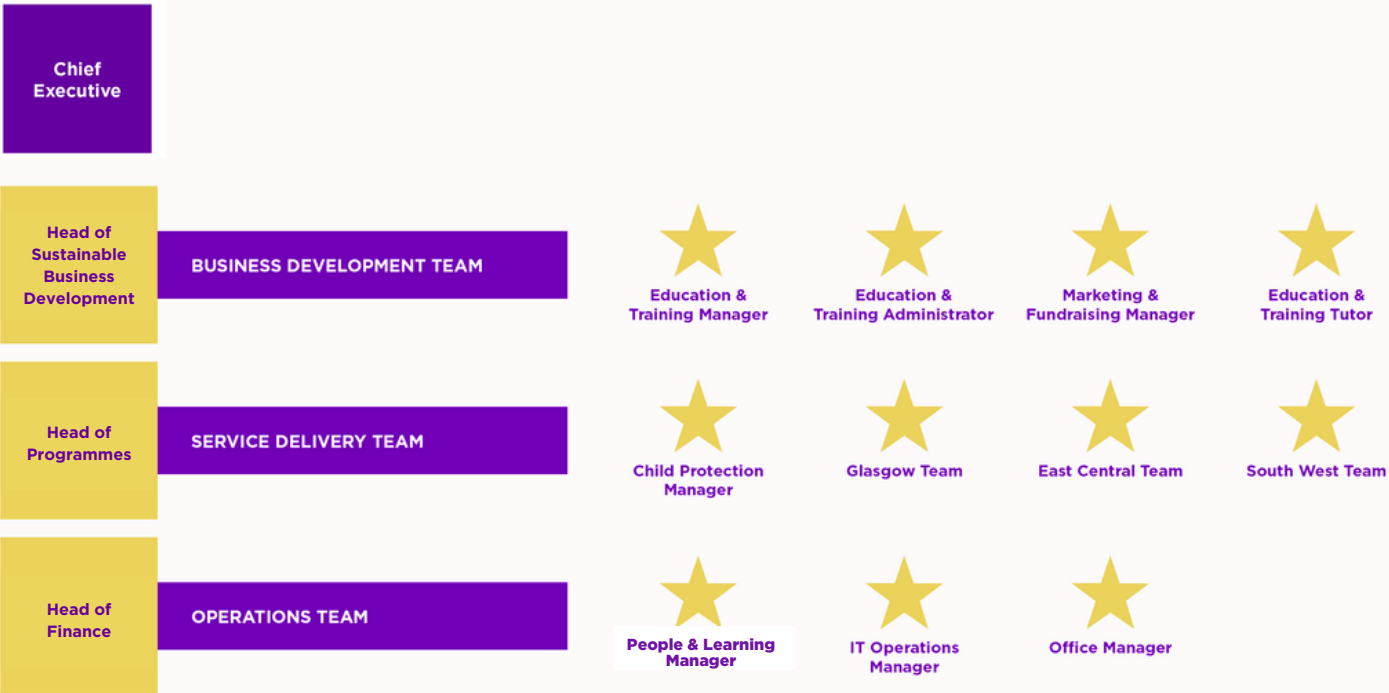


Our programmes

We are working intensively to offer the full SSF "triangle" of provision across four local authorities: Glasgow, Fife, Stirling, and North Ayrshire. In addition, through our SSF Education & Training programme, we provide opportunities for young people across Scotland to take part in training and accreditation, as well as upskilling practitioners working with young people.



Structure of SSF



Values and Benefits

We are proud to have a culture which is inclusive and collaborative, where our people are valued and supported to lead and develop ground breaking initiatives with young people and communities at the heart. The successful candidate will embody SSF's organisational values:

Empathy

We are compassionate, understanding, always listening

Leadership

We are decisive, ground-breaking, experts in what we do

Inclusivity

We are diverse, equitable, Inclusive by design

Passion

We approach our work with dedication, love and care

Benefits of working with SSF:

- Living wage employer
- Staff uniform
- Flexi-working time and TOIL policies
- CPD and training support
- Auto-enrolment pension scheme
- 29 days including public holiday-pro rata and birthday/personal day
- Employee "Wellbeing Days" intended to encourage staff to take time for themselves and to look after their own health and wellbeing
- Access to employee benefit system which includes cycle to work scheme, discounts and employee assistant programme
- Company enhanced leave including sickness, maternity/paternity leave, carers leave, miscarriage, parental bereavement and compassionate leave

The Role

Position: **SSF Marketing and Communications Manager**

Hours: **Part time (21 hours per week)**
Open to requests for flexible and hybrid working arrangements

Contract: **Permanent**

Salary: **£33,660 pro-rata**

Responsible to: **Head of Sustainable Business Development**

Based: **Glasgow**



Duties and Responsibilities

The Role

Develop marketing and communication strategies and tactics aimed at engaging potential fund-givers, associated partner organisations and external and internal stakeholders working with SSF. To represent the marketing function, as brand champion, within SSF. To work closely with the leadership team and wider colleagues to create inspiring and professional marketing and communications that celebrates the work of SSF within the community as well as showcasing our unique Education and Training offering.

1. Establish market positioning, identify target audiences and develop marketing plans with specific objectives across different channels and segments.
2. Lead the execution of marketing campaigns from start to finish, leveraging internal support and driving collaboration.
3. Analyse customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies and help shape programmes.
4. Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development complete with formal proposals and recommendations on tactics.
5. Devise a communications calendar for customers, staff, board members and associated SSF partners to maintain currency of messaging and initiatives as they develop.

Key Responsibilities and Main duties:

Leadership

Strategic: Develop and execute comprehensive marketing and communications strategies that elevate the organisation's profile, increase engagement and drive fundraising efforts.

Provide effective leadership to colleagues and welcome responsibility for decisions and actions, including difficult but necessary ones.

Duties and Responsibilities

Key Responsibilities and Main duties:

Planning and Delivery

Data-Driven Decisions: Utilise analytics and market research to monitor the success of campaigns, adjusting strategies as needed, and report outcomes to the leadership team.

Events: Organise networking and promotional events and identify and support key events for the organisation to attend, providing marketing support where required.

Management and Accountability

Brand Management: Oversee the organisation's brand positioning, ensuring consistent messaging and visual identity across all platforms and material

Content Creation: Oversee the creation of compelling content that tells the story of SSF's work, including press releases, blogs, newsletters, reports, case studies and other promotional materials.

Budget Management: Oversee the marketing and communications budget, ensuring effective allocation of resources and delivering maximum return-on-investment.

Partnerships and Relationships

Stakeholder Engagement: Maintain strong relationships with internal stakeholders, including programme teams, fundraising, and external partners, to ensure cohesive and effective messaging.

Public Relations: Build and maintain relationships with media outlets and influencers to secure positive coverage, increase visibility and ensure the organisation's stories and successes are amplified in public forums.

Fundraising Support: Collaborate with colleagues to create campaigns that support donor engagement and increase revenue streams, including digital fundraising initiatives.

Duties and Responsibilities

Key Responsibilities and Main duties:

Developing Self and Others

Work with People and Learning Manager to identify the learning needs and styles of colleagues in relation to marketing and communications

Mentor and inspire all SSF staff, as brand ambassadors, to contribute to and own the messaging and story-telling that promotes SSF and aligns with organisational goals.

Person Specification

Personal Qualities

- Passionate about transforming young people's lives
- Highly self-motivated and committed to personal development.
- Commitment to equality, diversity, and inclusion.
- Creativity, problem solving and excellent active listening skills. The ability to maintain professional relationships; even under pressure
- Confidence and initiative to build relationships with key stakeholders including SSF colleagues.

Essential Skills, Knowledge & Experience

- Demonstrable experience in marketing, communications or a related field, preferably within the third or non-profit sector.
- Education to degree level or equivalent qualification or relevant experience.
- Ability to think long-term, develop comprehensive strategy and translate goals into actionable plans.
- Strong written, verbal and presentational skills, with an ability to analyse; interpret and convey complex information in an engaging and accessible way to a range of audiences.
- Proven experience in leading and inspiring others to contribute to market positioning and reputation.
- Expertise in digital marketing, including social media, search engine optimization, email marketing and data analysis tools.
- Experience working with senior management, board trustees, external partners and media outlets to create cohesive marketing strategies.
- Strong organisational skills with the ability to manage multiple projects simultaneously and meet deadlines.
- Experience in managing marketing and communications budgets and ensuring efficient resource allocation.

How to Apply

To apply for this post, please complete the application form provided alongside this job pack. Please note that CVs will not be accepted.

If there is anything we can do to make your application or interview process more accessible please get in touch with recruitment@ssf.org.uk. The examples could include, but are not limited to: video application, BSL interpreter, interview coach and remote interview.

The closing date for applications is **Thursday 10 October at 12 noon.**

Completed applications should be sent to: recruitment@ssf.org.uk.

We will then shortlist all applications within a week of the closing date, so please double check your contact details on your application as we will be in touch regardless of the outcome.

From there, if your application is shortlisted, we will invite you to attend a interview on either Tuesday 22 October 2024.

For an information discussion about the role, or for any additional information, please contact:

Jude Reid, Head of Sustainable Business Development

jude@ssf.org.uk

[07495 925388](tel:07495925388)

Guidance

The information you supply in your application form will enable the interview panel to decide whether to invite you to an interview. Before you fill in the application form, please read the guidance notes below.

Your application

Read all the information about the job which is provided in the information pack. Whilst all sections may not be relevant to you personally, you should complete the form as fully and as accurately as possible to enable your application to be given full consideration. Tell us about any education and training that you have received, as well as any relevant experience in your present or previous jobs. If you have other experience outwith paid jobs, tell us about the skills and knowledge you have gained from that too.

Sections 1-7

Please complete these sections fully on the application form. These sections will be detached from your application, and forms anonymised for short-listing purposes.

Referees

Please give details of two referees. One referee must be your current or most recent employer. The nominated referees should be someone with line management responsibility who has supervised your work, a university or college tutor, or a person within the Human Resources department within the organisation/company. We will not accept personal references.

Referees will not be approached prior to interview.

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SSF ★

Transforming young lives
through sport