


JOB DESCRIPTION

 Social Enterprise UK	Post	Brand Communications and Outreach Manager
	Location	Central London/Flexible (UK only)
	Responsible to	Head of Communications and Marketing
	Salary: Hours:	£48,000 full-time It's a full-time role based on 35 hours a week but will be discussed individually, based on candidate preference and circumstances.

PURPOSE OF POST

Social enterprises are businesses that are building a fairer, more equal society. Social Enterprise UK (SEUK) is the leading voice of the sector, representing over 3,500 organisations, working together to build markets, raise awareness, support the sector to grow and ensure the government recognises their impactful contribution.

It is an exciting time to join our Communications and Marketing Team, as we are seeking a dynamic and strategic Brand Communications and Outreach Manager to lead our efforts in developing our brand architecture from our umbrella brand to sub-brands, as well as building and amplifying social enterprise brand across diverse audiences.

This role is pivotal in strengthening our position as the voice of the social enterprise sector, driving engagement across all areas of our work - including policy advocacy, member support, market development, public awareness, and stakeholder engagement - and increasing our impact. The successful candidate will develop and execute comprehensive communication activities targeting B2C, B2B, and B2G audiences, proactively looking for outreach and co-marketing opportunities, and cultivating relationships with key stakeholders, including brand ambassadors.

MAIN TASKS AND RESPONSIBILITIES

BRAND DEVELOPMENT

- Lead the development and evolution of Social Enterprise UK's umbrella brand and its sub-brands, with a focus on enhancing the social enterprise and certified social enterprise brands
- Ensure brand consistency and alignment across all communication channels and platforms
- Maintain and enhance the visual identity and brand aesthetics, develop a tone of voice tailored to B2C, B2B and B2G audiences

CO-BRANDING AND MARKETING:

- Identify and execute co-branding and marketing opportunities with strategic partners
- Cultivate strong relationships with partner organisations
- Establish a co-operation process and develop supporting tools for partners to use

PROACTIVE OUTREACH OPPORTUNITIES:

- Identify and pursue proactive outreach opportunities to expand brand awareness and reach
- Suggest and implement strategies to engage with decision-makers within SEUK's audiences, as well as traditional and contemporary media outlets
- Develop a brand ambassador programme

COMMUNITY BUY-IN:

- Develop and implement strategies to foster community buy-in and support for SEUK's mission
- Engage with members and stakeholders to build strong relationships and foster collaboration as part of our online community, events and other outreach activities
- Create opportunities for community involvement and participation

AUDIENCE ENGAGEMENT AND IMPACT:

- Develop and implement audience engagement strategies to build strong relationships with key stakeholders, in particular, around our policy work
- Craft compelling narratives and stories that showcase the impact of social enterprises
- Use new ways and creativity to deploy integrated communication channels to engage diverse audiences

PERSON SPECIFICATION	
Experience / Qualifications	<p>Track record of successful brand development and campaign delivery, ideally across a mixture of B2C, B2B and B2G audiences.</p> <p>A minimum of 3 years' experience in a similar role.</p> <p>A degree in Communications and / or Marketing is desirable.</p> <p>Experience in developing successful outreach programmes within a cause-led environment</p>
Knowledge / Skills	<p>Excellent knowledge of diverse audiences and story-telling through a mixture of channels from written articles to videos.</p> <p>Superb verbal and written communication skills, able to write, edit and proofread engaging and accurate copy for a range of purposes.</p> <p>Strong message development skills and an understanding of how to develop and tailor copy and communications for different audiences and channels.</p> <p>Knowledge of brand measurement metrics and ability to use digital analytics tools.</p> <p>Fully conversant with Microsoft packages (Outlook, Word, Excel, PowerPoint, Teams, Project Planner) and editing tools such as Canva.</p> <p>Knowledge of social media and online community platforms.</p> <p>Ability to work on different tasks and juggle competing priorities in a fast-paced environment.</p>

	<p>An interest in social enterprise, although detailed knowledge is not necessary. An understanding of social value and policy influencing work.</p> <p>An understanding of and commitment to Diversity, Inclusion and Equality as it applies to the workplace.</p>
<p>Competencies (We want the post-holder to be able to demonstrate the following competences to a high level and want to use these to the full in their work)</p>	<p>Interpersonal skills and ability to understand different perspectives and build relationships from top to bottom and vice versa.</p> <p>Ability to work on complex projects, plan and deliver against the budget and timelines.</p> <p>Ability to think creatively, anticipating the needs and proactively problem-solve using sound judgement.</p> <p>Aptitude for delivering consistent, high-quality work with a high degree of independence and self-motivation.</p> <p>Growth mindset – this is a hands-on role, so you need to be a doer with an eye for the bigger picture too.</p>

TERMS AND CONDITIONS

- **Hours:** It's a full-time role based on 35 hours a week but will be discussed individually, based on candidate preference and circumstances.
- **Location:** Central London/Flexible (UK only). You can work from our central London office or home-work remotely, or a combination. At a minimum, you will be requested to attend our office in central London at least twice a week at your own expense plus you will need to visit the office once or twice as part of your induction.
- **Flexibility:** We will ask about your working requirements at the interview. We operate a core hours policy and home-working options.
- **Salary:** £48,000 (35 hours), pro-rata for part-time.
- **Leave entitlement:** 25 days (pro rata if part-time) plus bank holidays. Leave allowance increases each year of service up to a maximum of 30 days (pro rata).
- **Benefits:** private healthcare cover from Benenden Health, cycle-to-work and travel loan schemes, personal development allowance, and 6% employer pension contribution.
- **Out-of-hours requirements:** Once or twice per year you will be requested to attend evening events, such as SEUK's annual Awards Ceremony.

HOW TO APPLY

Please complete this [short supporting application document](#) and send your CV to apply@socialenterprise.org.uk. If you would prefer to produce a short video in place of the application document, please do so and email to apply@socialenterprise.org.uk along with your CV.

Please also complete our [Equality, Diversity and Inclusion data form](#).

Application deadline: 9:00am on Monday, 12 May 2025

If you need any adaptations or support to help you apply for this role, please let us know how we can help you shine!

SHORT-LISTING AND INTERVIEWS

Shortlisted candidates will be invited to a **first interview via Zoom**, scheduled to take place **w/c 19 May**. If you are short-listed we will be in touch with you via email to arrange a time and provide more information.

The first round of interviews will be with SEUK's Head of Communications and Marketing, Director of Operation and Business, and Director of Research and Policy. The second round of interviews will be in person with the Head of Communications and Marketing, the Director of Operations and Business, and our CEO.

If you are not contacted for an interview within two weeks of the closing date you should assume that you have not been short-listed. We will not be able to provide individual feedback to candidates who are not short-listed for interview.