



BIG SOCIETY CAPITAL

Working with us to improve the lives of people in the UK

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Introduction

Thank you for considering Big Society Capital. We have the opportunity to employ a talented Senior Communications Director on a part time, job share basis. We anticipate that you will be required to work for three days per week, job sharing with [Georgette Harrison](#) who has been with Big Society Capital since early 2019.

We believe this is a fantastic opportunity for someone who is passionate about our mission to improve lives across the UK and who can bring enthusiasm and commitment to the role they will play in delivering that mission.

We have put together this job pack to give you some insight about us and what it is like to work here, as well as some understanding about the role we have on offer and the skills and experience we are looking for.

Who we are

As the UK's leading social impact investor, our role is uniting capital, expertise and ideas to create better lives.

Working with expert partners, we seek to understand people's needs first. Then, using our knowledge and capital, we collaborate and invest with fund managers who also want to create a better, sustainable future.

They, and the social enterprises and charities they invest in, create the impact. Our role is to bring the most relevant experts from our network to the table, generating ideas and connecting capital to where it's most needed.

We want to give more people and communities the chance to have an impact on the issues they care about – from affordable homes, to vulnerable older people and preventing mental ill health. In this way, we create opportunities for investors and enterprises to generate systemic social change, not just for today but for generations to come.

What we do

Our work at Big Society Capital starts with building an understanding of the social issue and the sustainable enterprise solutions that can bring about change. We then design or improve investment routes that can bring together the needs of enterprises and investors. We seed and test new solutions across a wide range of social issues and asset classes and scale up those that work by bringing in more capital alongside us. We believe sustainable solutions can attract the greatest capital and ultimately grow to have the biggest impact on people's lives. You can learn more about our social impact [here](#).

As a wholesale social impact investor, we invest into fund managers who in turn provide capital to enterprises that can bring about social change. So far, in collaboration with other investors, we have committed over £2 billion* of investment. We also engage with investors, fund managers, charities and social enterprises to make it easier to use social investment. We currently focus on three strategic themes where we believe social investment has a significant role to play in improving people's lives in the UK.

*As at end of June 2020

Our themes

Homes

Place

Early action

The challenge:

The UK's housing market crisis is affecting people across the country: there is an inadequate supply of high quality, affordable homes which is leading to rising levels of homelessness, people living in unsuitable accommodation and people unable to access the support they need. This is happening while home ownership is becoming increasingly unaffordable. We believe social investment has great potential to help address these challenges and to contribute to a more inclusive housing market.

There are areas of the UK that have been 'left behind' for many years, and even in relatively prosperous areas, there continues to be high inequality and entrenched poverty. We believe that where a person happens to be born should not affect their life chances or ability to live a happy and fulfilling life. We believe social investment is one tool that can help address these challenges to enable thriving and inclusive places in the long-term.

Vulnerable people across the UK struggle with challenging problems that often are preventable before they escalate. However, many interventions and funding streams are reactive to issues after they have already occurred. We believe social investment has the potential to support interventions that address issues and their causes early on.

The approach:

Our aim is to test, replicate and scale innovative housing models. We want to attract additional capital to these models to deliver more secure and affordable homes for those in need, including for the most vulnerable people in society.

Our aim is to work with partners at both the local and national level - who bring a range of tools, skills, experiences and resources - so that places can flourish. We believe social investment has a role to play but recognise that creating long-term change will be complex and that we need to take a learning approach to our work.

Our aim is to develop and scale innovative ways to prevent social problems, with a focus on improving the lives of vulnerable children and elderly people. We will do this by focusing on improving outcomes for: children transitioning from the care system, children at risk of obesity, vulnerable elderly people and adults and children at risk of suffering from mental ill health.

Social impact:

Golden Lane Housing and Thera Trust provide specialist accommodation for people with learning disabilities. Having raised £17 million through charity bonds, tenants are able to live more independently in stable and suitable accommodation, with 98% of Golden Lane residents reporting that they feel safe and 95% happy with their home's size and layout.

Local people in Burley Gate created a Community Benefit Society to retain the Post Office and Village Shop that was under threat of closure, raising £57,000 using Social Investment Tax Relief. As the only shop and post office on a 15-mile road, it is a valuable asset to local residents. The new larger store offers a wide range of groceries to meet local needs and promotes local products.

The Reconnections social impact bond aims to tackle loneliness for 3,000 older people in Worcestershire and received investment from Nesta Impact Investments and the Care and Wellbeing Fund. Age UK Herefordshire and Worcestershire deliver support to help older people overcome social barriers and engage with activities to address isolation. So far, 1,244 people have been referred to the programme and there have been significant reductions in loneliness.

Our team

Our staff and Board bring together diverse experiences from the social, finance, government and business sectors to deliver our work to improve the lives of people in the UK through social investment. A full list and profiles of our staff and Board are available [here](#).

CHAIR

SIR HARVEY MCGRATH

Harvey has been our Chair since 2014. He has a long and distinguished career in the international financial services industry, including chairing both Prudential plc and Man Group plc. He is also Chair of West London Zone, Heart of the City and Funding London, and a trustee of NPC.



EXECUTIVE TEAM:

ANNA SHIEL

HEAD OF ORIGATION

Anna joined us in 2012 and is responsible for our Place and Homes focus areas, and our overall origination approach. She was previously a Director in Merrill Lynch's Financial Institutions Group. She is a Board member of Charity Bank.

CHRISTINE CHANG

DEPUTY CHIEF INVESTMENT OFFICER Christine joined us in 2012 and is responsible for the delivery of our investment process. She has international finance experience including at Enclude and Goldman Sachs, and was recently on secondment to run Esmée Fairbairn Foundation's social investments. She is a Trustee of the Thera Trust.

DAVID BURNDRED

CHIEF FINANCIAL OFFICER

David joined us in 2017 and is responsible for our finance, legal, compliance and operations teams. He has held a number of senior leadership roles, most recently as CFO at Lewis Silkin LLP, and nine years at CDC Group as an Investment Manager. He is a Trustee of a community sports organisation.

JAMES WESTHEAD

HEAD OF ENGAGEMENT

James joined us in 2019 and is responsible for our engagement with investors, and charities and social enterprises. He was previously Executive Director of External Relations at Teach First and prior to that, an Education & Social Policy Correspondent at the BBC. He is Chairman of literacy charity, The Hackney Pirates.

JEREMY ROGERS

CHIEF INVESTMENT OFFICER

Jeremy joined us in 2013 and is responsible for investing and managing our portfolio. He has twenty years of experience across the financial and social sectors including as a Managing Director at JP Morgan, Big Issue Invest and Ashoka. He is a Senior Advisor to the Rockefeller Foundation.

STEPHEN MUERS

Interim CEO

Stephen joined us in 2016 as Head of Strategy and Market Development and stepped in as Interim CEO in May 2020 whilst we recruit for the permanent position. Previous to his appointment as Interim CEO, Stephen was responsible for our Early Action focus area, strategy and relationship with Government. He was previously Director, Criminal Justice Policy at the Ministry of Justice, and has held senior roles across many government departments. He is a Trustee of the Friends Provident Foundation.

Working here

Purpose

As a member of the team, you have an opportunity to shape our work and the impact we can have to improve people's lives across the UK through social investment.

Benefits

We provide a salary and benefits package that is very competitive within the UK social and public sector and includes a contributory pension plan (please see page 7 for a full list of our benefits).

Values

Our organisational culture shapes all our work. Our values articulate the culture we seek to create and encapsulate a number of behaviours and attitudes we feel are necessary to live up to our purpose.

Big Society Capital is committed to being a diverse organisation that is truly representative of the communities we serve. We are an equal opportunities employer with an inclusive environment where all employees can contribute to their fullest potential.

Purposeful: We are passionate and energetic in our work to bring about our long-term vision of a thriving social investment market that enables positive social impact.

Pioneering Spirit: We give our team the autonomy and flexibility to be entrepreneurial and creative. We have the courage to push boundaries and a restless drive for change.



Openness: We listen, learn, experiment and collaborate. And we are adaptive and flexible in responding to what we learn.

Rigorous: We take a rigorous approach in all we do. We expect the highest standards and continually strive for excellence.

Respectful: We are genuine in both our approach and aspiration. We value each member of our team and our partners for what they bring.

Benefits and perks

Health and wellbeing

- Pension of up to 11% employer contribution, provided by Scottish Widows.
- Private Healthcare provided by AXA and Health Shield.
- Employee Assistance Programme with access to counsellors or other professionals over the phone or face-to-face 24 hours a day, 365 days a year.
- Group life cover and income protection provided by Canada Life.
- Reasonable cost of an annual eye test reimbursed.
- Open to flexible working options.
- Enhanced maternity, paternity, adoption or shared parental leave.

Community

- Regular company-wide socials and events; potluck lunches; family sports day and team breakfasts.*
- Colleague-led social groups celebrating diversity and covering a wide range of interests, from running to book clubs to TED Talks!

Learning and development

- Three-day induction for anyone new to the social impact investment sector.
- Open learning culture with opportunities for formal and informal training – you will be given the support and autonomy needed to tailor your own development journey, taking into account your long-term ambitions and short to medium term needs within the role in a way that is engaging and stretching.
- An open library with a wide range of fiction and non-fiction books for you to borrow (and add to!).*

Holidays

- 25 days plus bank holidays.
- Additional closure days.
- Holidays increase with length of service.

Make an impact

- The opportunity to contribute to improving people's lives across the UK through social investment with regular opportunities to hear from frontline charities and social enterprises.
- Encouragement and support in becoming a social sector trustee.
- Three days' paid volunteering allowance.

Travel

- Central London office, easily accessible to a number of public transport links.*
- Cycle-to-work scheme.
- Season ticket loan.



* not currently (or partially) applicable in context of remote working due to COVID-19

Senior Communications Director

Location:	London, EC4A (currently remote working)
Accountable to:	Head of Engagement
Contract type:	Part-time, job share (3 days per week)
Salary:	£72,000 - £78,000 (depending on experience)

Overall Purpose of the Role:

Big Society Capital has an important role to play in raising awareness and advancing understanding of social impact investment in the UK.

This is an outstanding opportunity to lead the development and implementation of a powerful new vision, positioning and communications strategy for the UK's leading social impact investment investor.

This will provide a platform for Big Society Capital to create energy around the problems we are seeking to tackle, inform and inspire potential investors and partners (from the financial, public and social sectors) to work with us, and to amplify the learnings from our work to influence the wider system for lasting change.

1) Implementation and further development of the new vision, brand and communications strategy to support the delivery of the Big Society Capital strategy and business plan;

2) Overseeing the communications team and management of all communications activities for the organisation.

Key Responsibilities:

- Oversee the maintenance and further development of the vision, brand and narrative for Big Society Capital to ensure that its purpose, impact and ways to engage with it and social investment are understood and inspire action in key audiences including colleagues
- Create and lead an effective PR programme to raise the profile and understanding of Big Society Capital and social impact investment with key stakeholders
- Further develop and deliver the communications strategy to ensure a flow of content to help raise awareness and improve understanding of Big Society Capital and its work amongst its priority audiences
- Embed a user-led approach to our communications ensuring that we are listening to and responding to our stakeholders' needs
- Ensure colleagues and our supporters, including board members, are confident, fluent ambassadors for Big Society Capital and our work
- Lead and motivate the communications team through effective management and act as a professional role model, while ensuring colleagues' continuing professional development
- Take overall responsibility for the growth and development of the Big Society Capital website, social media and other digital communication channels
- Support colleagues to engage positively with the Government and policy makers, as well as relevant international bodies to support our work
- Take overall responsibility for all engagement with the media, including the preparation and distribution of media releases, maintenance and extension of media contacts and relationships, media briefings and press conferences. Provide support for the main spokespeople for Big Society Capital and act as the main point of contact at Big Society Capital for communications matters with partner and stakeholder organisations
- With Engagement/Investment team leads where relevant, oversee integrated marketing communications campaigns (including public and media relations campaigns) to raise awareness and support engagement with Big Society Capital's activities.

- Ensure research is carried out to monitor Big Society Capital's brand, reputation and the effectiveness of its communications as well as gain stakeholder insight
- Develop and maintain effective business relationships with marketing and communications suppliers and advisers to ensure best value for money
- Manage internal communication and ensure the interface between the organisation's leadership and its employees is effective, and everyone is kept up to date with key activities and events.

Line management responsibilities:

- Senior Digital Marketing and Communications Officer
- Senior PR & Media Relations Officer
- Communications Director

Person profile

Essential experience

- Proven senior-level team leadership experience
- Professional experience of dealing with and influencing the media, and understanding relevant media for key audiences (particularly financial)
- Demonstrable interest in social investment and/or the broader social sector either in a personal or professional capacity
- Proven track record of leading successful PR programmes at a strategic level
- Development and delivery of internal and external communications strategies

Desirable experience

- Financial sector, impact investment and/or social sector knowledge and contacts
- Working in organisations with multiple stakeholder communities

Skills, abilities and attributes

- A confident, effective communicator who is approachable and flexible
- Ability to translate concepts and make the complex simple
- A collegial and collaborative team player, able to establish excellent working relationships and influence both internally and externally
- Creative thinker, grounded in the delivery of business outcomes
- Proven ability to see the wider strategic picture in a practical context

Salary and terms of employment

- This is a permanent, part-time, job share role
- All applicants must have an existing Right to Work in the UK
- Salary of £72,000- £78,000 (depending on experience)



Applications

- Please apply through [BeApplied](#) by midday on Monday 9 November 2020
- Interviews will be held in late November 2020
- The majority of Big Society Capital staff are currently working from home. Throughout the recruitment process, we will be as flexible as possible in light of any COVID-19 related priorities and challenges you may be facing.

New Fetter Place, 8-10 New Fetter Lane, London EC4A 1AZ
 T 020 7186 2500 E enquiries@bigsocietycapital.com W bigsocietycapital.com

Big Society Capital Limited registered in England and Wales. Registered no. 07599565.
 Registered office: New Fetter Place, 8-10 New Fetter Lane, London EC4A 1AZ.