



BIG SOCIETY CAPITAL

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

Contents

Who we are	3
What we do	4
Our team	5
Working here	6
Benefits and Perks	7
The opportunity	8

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.

Values

Underpinning our approach is our organisational culture that 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.

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.



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 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 nearly £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.

[Homes](#)

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 at the same time that 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.

Our 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.

Social impact:

Golden Lane Housing and Therapeutic 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.

[Place](#)

The challenge:

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.

[Early Action](#)

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.

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.

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 ORIGINATION

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

HEAD OF STRATEGY AND MARKET

DEVELOPMENT

Stephen joined us in 2016 and is 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 benefit 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).

Approach

Our approach is the result of eight years of learnings about what is required to make social investment work, and how to build effective teams and processes to deliver this approach. The critical factors that underpin our approach are:

Market creation more than market failure: To build solutions to tough social problems we must take a proactive approach - this involves starting with the social issue, considering sustainable enterprise solutions, and then designing routes that bring together the needs of enterprises and investors.

Understanding our role alongside others: We need to listen deeply and understand when it is most appropriate to use social investment to help address social problems, and how we sit alongside other partners supporting solutions.



A tri-lingual approach: We need to be able to speak the language of the social sector, financial sector and government to help us understand social problems, connect investment to socially motivated organisations, and shape the broader environment.

A learning culture driving open decision-making: We believe that building a culture of learning, discovery and a willingness to challenge and be open to change is vital to our success.

Bias to action: We believe part of our role is to move first and learn by doing. One way we achieve this is by encouraging staff to think like owners of our mission and by backing their ideas for achieving it.

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.



Social Sector Engagement and Communications Officer

Location:	London, EC4A (currently remote working)
Accountable to:	Senior Director, Social Sector Engagement
Contract type:	Full-time, permanent
Salary band:	£33,000 - £37,000 (depending on experience)

Overall purpose of the role:

Big Society Capital has an important role to play in building understanding of social investment in the UK. We are looking for a creative new Social Sector Engagement and Communications Officer with a passion for creating a positive social impact to join our collaborative, dynamic team. The successful candidate will play a key role in our social sector engagement campaigns and events across Big Society Capital and our collaborative project, [Good Finance](#).

As Social Sector Engagement and Communications Officer you will be responsible for:

Communications

- Supporting the Senior Director, Social Sector Engagement to ascertain the most appropriate channels and content to deliver impact through our engagement work
- Building value and impact of social sector engagement and positioning both internally and externally
- Brand strategy and supporting the delivery of Social Sector Engagement and Good Finance tone of voice and corporate identity
- Developing content to support our campaigns and events work including blogs, podcasts, webinars, videos and infographics
- Shaping and managing content for relevant parts of the Big Society Capital website and associated micro-sites
- Supporting the evaluation and maintenance of the Good Finance marketing strategy
- Managing the social sector input to Big Society Capital's social media channels (LinkedIn, Twitter, etc) and campaign newsletters
- Developing creative approaches to engage with varying audiences from across the social sector

Campaigns and Events

- Coming up with ideas and identifying new opportunities and subject focus for existing and future campaigns
- Coordinating and delivering communications support for targeted engagement campaigns through different media channels
- Building constructive relationships with key partners to reach a wider audience and maximise impact including through campaign-related events
- Managing event organisation of regional network events supported by Big Society Capital: Let's Talk Good Finance and Good Finance Live
- Co-ordinating communications support for social sector facing events supported by or attended by Big Society Capital
- Facilitating social sector speaking opportunities for social sector team
- Developing core resources for events, campaigns and 1:1 meetings with stakeholders
- Leading legacy work and maintenance of our campaign resources

Engagement Stakeholder Management

- Building relationships with marketing and communications colleagues in other organisations across the financial and social sector
- Managing relationships with a range of campaign and events partners; including infrastructure organisations like [NAVCA](#), [Vonne](#) and [SEUK](#)
- Instructing, managing and working with external agencies when required (e.g. video resources, webinars, events)

Internal Relationships

- Working closely with other team members to ensure effective delivery of Good Finance and social sector communications objectives
- Working closely with other Big Society Capital marketing and communications team members to ensure effective delivery of Good Finance and social sector communications objectives within the wider organisational strategy
- Being supportive of delivery and development plans for our wider social sector engagement work in order to maximise reach and impact
- Attending internal stakeholder meetings and contributing to Big Society Capital wider team initiatives

Reporting

- Evidencing impact through KPI reporting, using qualitative and quantitative data across social sector engagement to better inform our work

Compliance

- Reviewing financial promotions and ensuring compliance with regulations

Person profile

Essential experience

- Strong and relevant communications experience and a familiarity with common social media tools and website CMS tools
- Desire to develop knowledge of user centred design principles
- Keen interest in and understanding of public policy and current affairs and how their implications on the social sector
- Experience of working across the social sector or finance sector

Desirable experience

- Experience and competency in video/sound editing and with design packages including InDesign and Photoshop
- Experience and competency of user X design
- Event management experience

Skills, abilities and attributes

- A self-motivated ideas person, willing to take initiative and work independently
- Enthusiastic about developing solutions and making recommendations
- Creative flair and a keen eye for design and attention to detail
- An engaging writer with an ability to tell a story and bring ideas to life
- Strong ability to work well under pressure and adapt to change
- Natural at building relationships and an ability to work collaboratively with internal and external stakeholders
- Collegial, team player with a supportive approach and desire to be part of a close-knit team
- Passionate about supporting positive social impact in the UK through investment
- An appetite for continual learning and development of skills and expertise
- Ability to travel and commit to outreach activity across the UK

Salary and Terms of Employment

- This is a permanent, full-time role (open to flexible working).
- All applicants must have an existing Right to Work in the UK
- Salary of £33,000- £37,000 (depending on experience)
- 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.

Applications

Please apply through our blind system, [BeApplied](#) by midday on **Friday 29th May 2020**.

Interviews will be held in early-mid June 2020.

All Big Society Capital staff are currently working from home. We will be as flexible as possible in light of any COVID-19 priorities and challenges which you may be facing.

