



# 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. Following the launch of Big Society Capital's brand new 2025 strategy to scale social impact investment and improve peoples' lives in the UK, we are seeking an energetic new PR and Media Relations Officer, who will play a key role in building our reputation and raising awareness of Big Society Capital's work.

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 housing and access to affordable financial products and services, to health and wellbeing, and community resilience. 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 £2.4 billion\* of investment. We also engage with investors, fund managers, charities and social enterprises to make it easier to use social investment.

We focus on building four key investment systems where there is greatest potential for scale of impact and where we believe we can make the biggest difference. Alongside this we run our innovation work to find the new big ideas for five years' time. You can read more about our approach [here](#). The four investment systems are: Social and Affordable Housing, Impact Venture, Social Lending and Social Outcomes Contracts.

\* as at end June 2021

## 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 currently is the Chair of West London Zone, Funding London, and the Advisory Council of the Impact Investment Institute; Co-Chair of the Cambridge University Campaign Board; a Member of the Guild of Cambridge Benefactors; a trustee of New Philanthropy Capital and a member of the Advisory Board of the Sutton Trust.



### EXECUTIVE TEAM:

#### ANNA SHIEL

##### HEAD OF ORIGATION

Anna joined us in 2012 and is responsible for our overall origination approach, looking at how social investment can be used to support business models that address social issues. 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. Christine is passionate about the delivery of social impact by charities and social enterprises, and sits on the boards of Thera Trust and Pact Futures CIC.

#### DAVID BURNDRED

##### CHIEF FINANCIAL OFFICER

David joined us in 2017 and leads our finance, legal, compliance, people and operations teams. He has held a number of senior leadership roles, most recently as CFO at Lewis Silkin LLP, and spent nine years at CDC Group as an Investment Manager. He advises a number of charitable organisations on financial management and strategy matters and 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 The Hackney Pirates, which provides after school programmes to improve children's literacy and confidence.

#### 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. Jeremy has held multiple voluntary and non-executive roles at charities and social enterprises including the Princes Trust, Ashoka, Big Issue Invest and Pilotlight. He is also a Senior Advisor to the Rockefeller Foundation.

#### STEPHEN MUERS

##### CEO

Stephen joined us in 2016 and prior to being CEO, he was Head of Strategy and Market Development, 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 Chair of the Friends Provident Foundation and his book "Culture and Values at the Heart of Policy Making" was published in 2020.

## 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 (please see page 6).

### 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.

**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.



### Equality, Diversity and Inclusion (EDI)

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. We want every colleague to be able to deliver their work with dignity, equality, comfort and independence.

Our office is fully accessible with step-free access and an open-plan set up. We are open to accommodation requests regarding assistive technologies, accessibility tools, flexible working or any other reasonable adjustments that will make working or visiting here more accessible for you.

If you have a disability and require any support to assist you through the recruitment process, please get in touch with Ruth Davidson (People and Talent Manager) at [rdavidson@bigsocietycapital.com](mailto:rdavidson@bigsocietycapital.com).

You can find more information about our approach to EDI [here](#).

# Benefits and perks

## Health and wellbeing

We want to support the wellness of our team as much as possible which is why we not only offer a generous pension, medical, vision and life cover but also 24/7 access to online, phone or face-to-face counselling. Our enhanced family leave package and flexible working approach encourages Big Society Capital employees to achieve a healthy balance between work and personal goals, as we continue to adapt to the changing needs of our diverse workforce.

## Community

While we enjoy the benefit of regularly working from home, there is a strong sense of community at Big Society Capital and we like to find opportunities to come together as a team. We hold regular company-wide socials and events, potluck lunches, family sports days and team breakfasts. There are several colleague-led social groups on offer, celebrating diversity and covering a wide range of interests, from running to book clubs to TED Talks!

## Learning and development

We are proud of our 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. Our twice-yearly induction is hosted by Big Society Capital but with speakers from across the sector, offering a comprehensive introduction to social investment for all new joiners. We have an open library with a wide range of fiction and non-fiction books for you to borrow (and add to!).

## Holidays

It's crucial that everyone has a chance to genuinely switch off, refresh and recharge, which is why we go beyond our annual holiday entitlement, offering additional closure days and increased time off the longer you work here.

## Make an impact

Our whole team has 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. Employees are encouraged and supported to become a social sector trustee and given time off to volunteer for causes they are passionate about – we love to hear how colleagues spend their volunteering days!

## Travel

While you will not be required to come into the office every day, it is in a convenient location for when you do! We are based in Central London, close to a number of public transport links and for anyone who prefers to cycle in, we offer a cycle to work scheme and bike storage on site.



# PR and Media Relations Officer

Location: London, EC4A (home and office working)  
Accountable to: Senior PR and Media Relations Officer  
Contract type: Full-time, permanent  
(open to flexible working or job-share options)  
Salary: £29,000- £32,750 (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 and helping to build the movement.

We are looking for an enthusiastic PR and Media Relations Officer with a passion for a good story who wants to help make the world a better place, as well as helping us to build our reputation and promote social impact investment.

As part of the communications team, you will support the Senior PR and Media Relations Officer on our work with national, trade and financial sector journalists (written, broadcast and online) to raise awareness of Big Society Capital and of the social impact investment movement, targeting our key audiences which range across asset owners (e.g, pension funds), asset managers, fund managers and the social sector. Working with colleagues across our organisation and external partners, you will help shape effective communications plans, using traditional and digital channels.

To be successful in the role, you will need to be able to translate quite complex thinking into straightforward messaging and hooks to engage our audiences. You should be capable of striking the right balance of strategic thinking and rigorous execution and keeping an ear-to-the-ground for opportunities to raise our profile and improve understanding of what we do and why we do it. We are a collaborative, agile team so we need someone with a can-do attitude, willing to roll their sleeves up and unafraid to ask for help when needed.

## Key responsibilities:

### PR and Media Relations

- Preparation and distribution of press releases, Regulatory News Service (RNS) announcements for the Schroder BSC Social Impact Trust, pitching for coverage, maintenance and extension of media contacts and building relationships, creating media briefings, monitoring media coverage, preparing media summaries and dealing with ad-hoc media enquiries
- Actively seeking out and maximising proactive media opportunities to raise awareness of Big Society Capital and the Schroder BSC Social Impact Trust
- Developing and selling in media stories to key outlets
- Writing and editing engaging content for a range of channels, including opinion pieces, blogs, press releases, social media and corporate communications
- Support on the development and writing of high-quality case studies illustrating social impact and maintaining the library of these
- Supporting on creating video content for our website and social media channels

### Brand and Reputation Bulding

- Spotting speaking opportunities and attendance at relevant conferences and events to help raise the profile and understanding of Big Society Capital and social impact investment
- Supporting on the delivery of Big Society Capital led stakeholder events (in-person and virtual)
- Social Media: Collaborating with the Social Media and Design Officer to support external communications efforts and drive engagement through social media channels
- Monitoring, Measurement and Evaluation: Monitoring coverage and preparing data for evaluation to guide future activity
- Compliance: Following compliance procedures relevant to the communications team and ensuring compliance with regulations

## Person Profile

### Essential Experience

- Strong and relevant external communications experience
- First-hand understanding of UK media landscape including national print, broadcast and digital media
- Good knowledge of social media and other emerging digital platforms
- Experience in using media monitoring for evaluation

### Desirable Experience

- Experience of working in, or keen interest in financial services
- Understanding of financial sector press

### Skills and Abilities

- We are looking for a self-motivated individual, capable of working both autonomously and collaboratively as part of a close-knit team
- You should be passionate about the role that social impact investment can play in helping improve lives across the UK, excited about raising our profile across our target audiences and improving public understanding of what we do and why we do it.
- We need someone who can work under pressure, with strong problem-solving skills and a focus on solutions
- Should have an appetite for continual development of own digital skills and expertise and be a champion for sharing this learning internally
- Confident at writing for a range of communications including press releases, case studies and social media copy.
- Creative storyteller with passion for winning your audience over
- Strong relationship building skills
- Conscientious with strong attention to detail

## Applications

- Please apply via [Applied](#) by midday Monday 17 January 2022
- Applied is a platform designed to minimise unconscious bias in recruitment. You will be asked some work-based questions which are reviewed anonymously by the hiring panel. Please note, while you will upload your CV, it will not be viewed by panel members at this stage, so we ask that you give full consideration to each answer.
- As a Disability Confident employer, we guarantee an interview for all candidates with disabilities who meet the minimum criteria for the job. We are defining a disability in accordance with the Equality Act 2010, as a person who has a physical or mental impairment, and the impairment has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities. You will be asked in your Applied application whether this applies to you. If you have a disability and require any support through the recruitment process, please get in touch with Ruth Davidson (People and Talent Manager) at [rdavidson@bigsocietycapital.com](mailto:rdavidson@bigsocietycapital.com).

## Salary and terms of employment

- Location: We are a UK-based business with an office in the Chancery Lane area of London, accessible to a number of public transport links. Our current approach allows colleagues to spend 40% - 60% of their working hours in the office, and the remainder working from home. We hope that this working pattern encourages Big Society Capital employees to achieve a healthy balance between work and personal goals, as we continue to adapt to the changing needs of our diverse workforce
- Right to Work in the UK: for candidates who require a visa to work in the UK, we consider sponsoring applications