

# Introduction to Careers in Social Impact Investment

# BIG SOCIETY CAPITAL



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## Introduction

2.



## Overview of Social Investment

3.



## Overview of careers in social investment

4.

## Panel Discussion, and Q&A



## OVERVIEW OF SOCIAL IMPACT INVESTING

Commonweal housing



...the use of **repayable finance** to help an organisation achieve a **social purpose**.  
*(Good Finance)*



...investments made with the **intention** to generate **positive, measurable social and environmental impact** alongside a **financial return**.  
*(Global Impact Investing Network)*

# A growing market globally and in the UK

The market has grown considerably since the term 'impact investing' was coined in 2007 with the UK being a market leader.

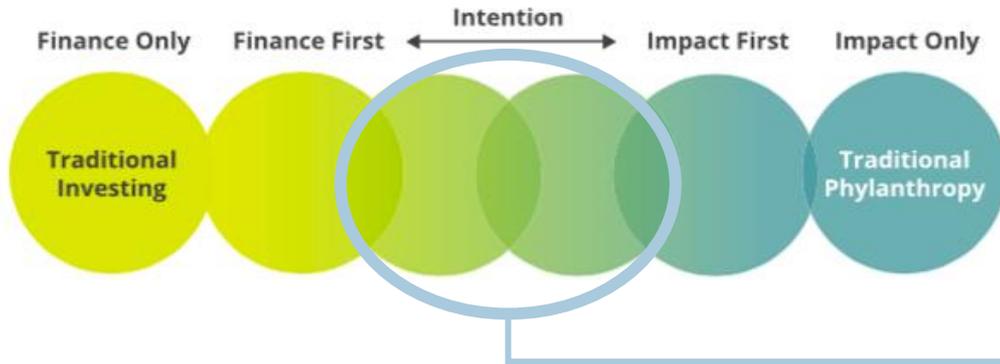


1 - GIIN 2020 Investor Survey

2 - Impact Investing Institute 2020 Market Sizing

3 - BSC 2020 Market Sizing

# The Spectrum of Capital

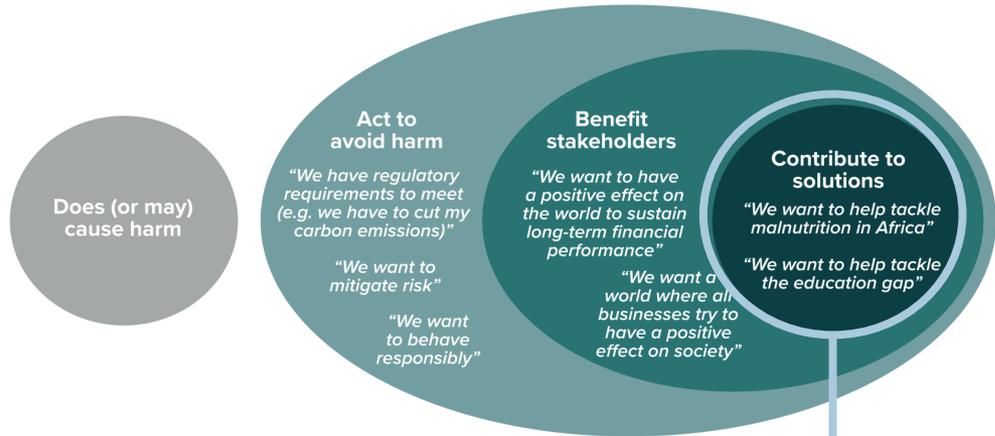


Social impact investment operates in this 'intention' section and sometimes alongside grants

**Impact Management Project ABC Framework**

Social impact investing is focused on Contributing to Solutions

Investors' intentions relate to three types of impact: A, B or C



© ⓘ ⓘ Source: Impact Management Project analysis.

We're here to:

**Unite capital,  
expertise and  
ideas for  
better lives**



# Development of UK Social Impact Investment



# Some of over 2000 organisations that have benefited from social impact investing so far

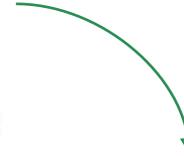




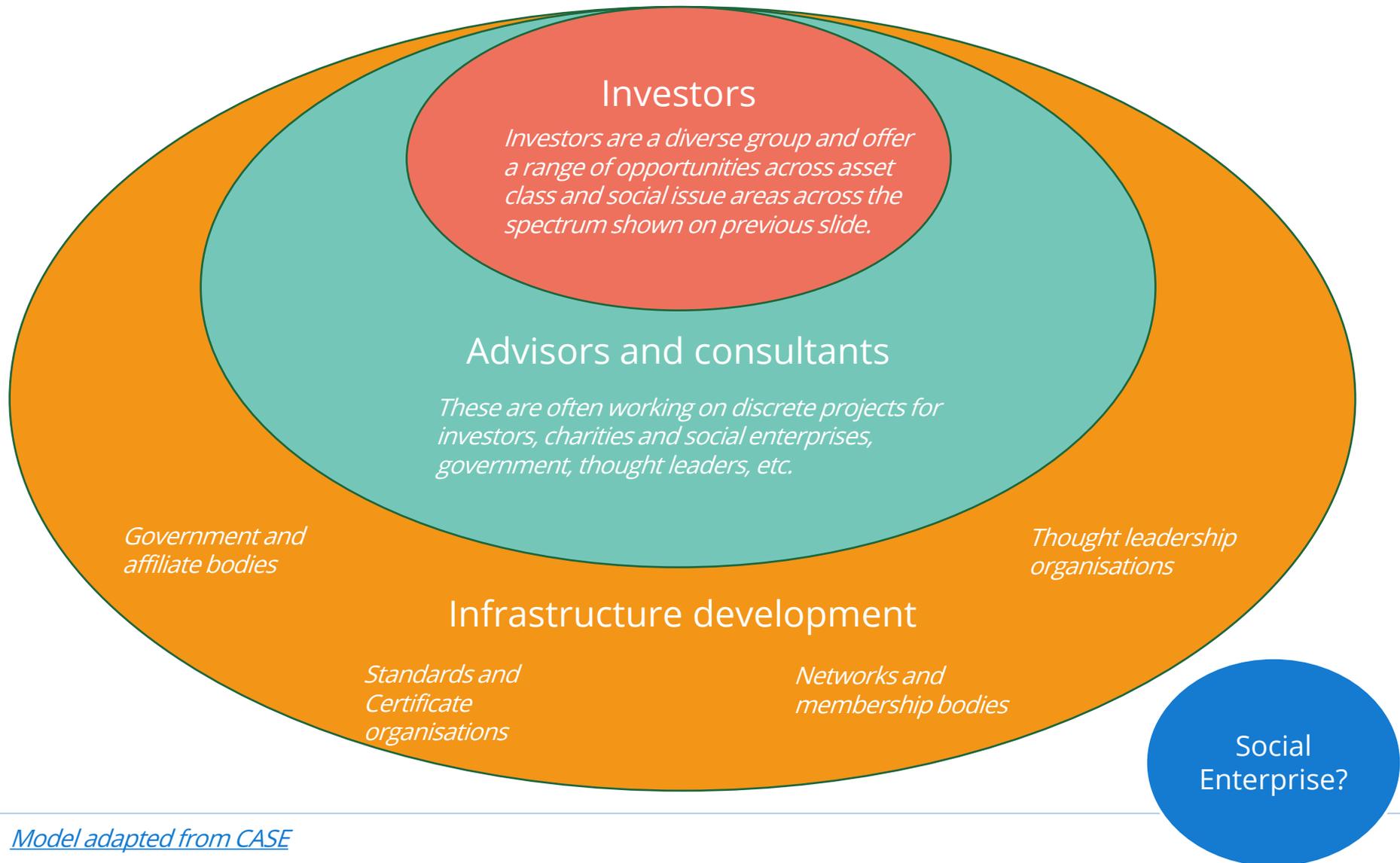
**CAREERS IN SOCIAL  
INVESTMENT**

**Shared Lives**

# My career journey into social impact investment...



# Different career options in social impact investment



# Who are the social impact investors?

Philanthropic Investors	Mission related (MRI)	Finance-first endowments investments managed to assist philanthropic aims	 
	Programme related (PRI)	Impact-first investments targeting market failure	 
Individual Investors/ Family Offices	Portfolio allocation to impact	Socially motivated high net-worth individuals	 
Institutional Investors	Responding to client demand	Mainstream asset managers that see social impact as an opportunity and to meet client demand	   
Fund Managers	Investing in impactful opportunities	Often recipients of above capital to lend to social enterprises and initiatives	  
Social banks	Deposit taking and lending	Focused on social offer for depositors and lending to impact focused organisations	 

# Who are the advisors and consultants?

Find out more at [goodfinance.org.uk](http://goodfinance.org.uk)

<p>Social Enterprise – Capacity</p>	<p>Ranging from support with business model through to finance advice</p>	
<p>Social Enterprise – Funding</p>	<p>Capital raising support from issuing bonds to connecting social enterprises with investors</p>	
<p>Public Sector</p>	<p>Supporting central and local government to use social investment</p>	
<p>Investment Advisors</p>	<p>Seeking to provide socially motivated clients with impact investment opportunities</p>	

# What type of role is right for you?

*Below are some of the questions worth asking yourself as you think about the right role:*

How close to the impact do you want to be?  
(Wholesale or direct investing?)

Generalist or specific asset class?

Want to influence government and decision makers?

Designing or implementing?  
Or both?

Country specific or global?

Consulting vs. investing?

Investor facing or investee facing?

Generalist of specific social issue area?

Impact first?  
Alignment of financial and impact return?  
Or finance first with impact screen?

# Top tips when applying for a social impact investment role

*All the **usual recruitment good practice** applies in social impact investment too, but some questions to think about that a recruiter will be looking out for at different stages of the recruitment process. This list is not exhaustive nor if you fulfil them will it guarantee a role in social investment.*

## Social Drive

- How are you able to demonstrate this in a tangible way? E.g. work experience, volunteering or involvement in initiatives.

## Favourite social investment/ enterprise?

- Be prepared to speak about these to demonstrate you are making an informed decision to pursue a career in social investment.

## Why do you care about the social issue?

- No-one is expecting you to be an expert, but if you say a social issue gets you up in the morning, be ready to speak about trends and key current policy issues.

## Showing empathy

- Social investment requires an appreciation for perspectives of multiple stakeholders, but in particular the beneficiaries that charities and social enterprises are supporting.

## Clearly articulate transferable skills

- Most people moving into social investment are coming from a different industry, therefore it is important to talk about how skills developed can be applied in social investment.

# Where to look for roles



Organisations own websites



[Association of Charitable Foundations](#)



[Impact Finance Pro](#)



[Escape the City](#)



[Global Impact Investors Network \(GIIN\)](#)



[Guardian Jobs](#)



[Charity Jobs](#)

# Panel discussion – Day in the life of a Social Impact Investment Professional



**Victoria Crisp**  
Investment Manager  
Big Society Capital



**Rahul Rattan**  
Portfolio Analyst  
SASC



**Surabhi Narendrnath**  
Former Investment  
Analyst  
Nesta Arts and Culture