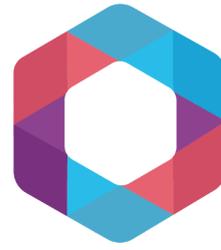
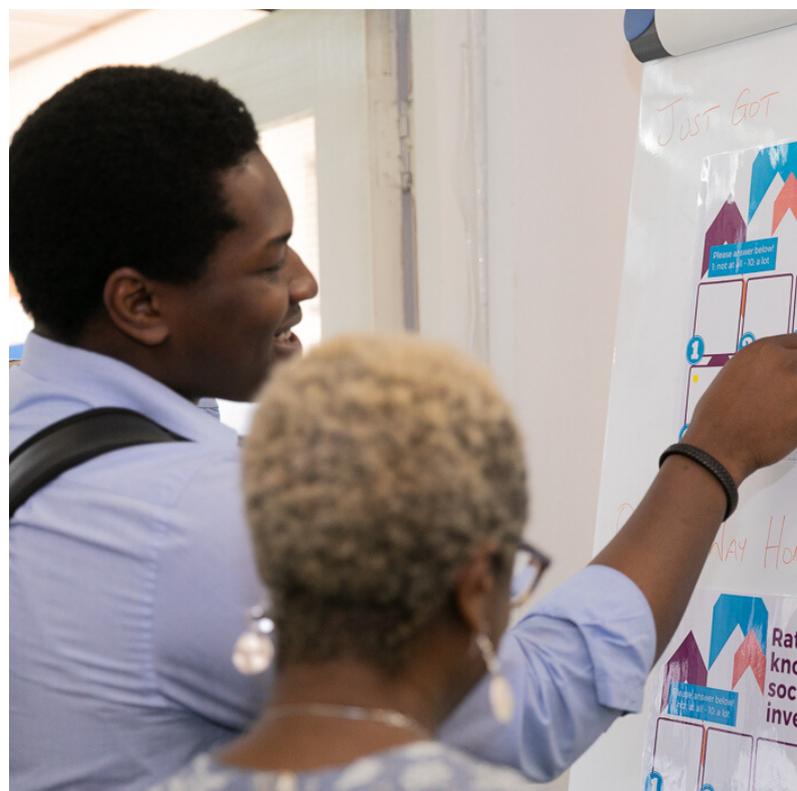


# DIGITAL MARKETING AND COMMUNICATIONS OFFICER



Good  
Finance

## JOB INFORMATION PACK





## Welcome to **Good Finance**

Our mission is to help **charities & social enterprises** navigate the world of **social investment**.

UNDERSTAND SOCIAL INVESTMENT



# ABOUT GOOD FINANCE

Good Finance is a collaborative project with a mission to be the trusted source of information on social investment for charities and social enterprises. It has an important role to play in building awareness and understanding of social investment in the UK. It is supported by Big Society Capital and Access as well as several other organisations committed to improving access to information on investment and finance for charities and social enterprises.

The Good Finance website is user led, designed for and by charities and social enterprises to enable them navigate the world of social investment. Alongside the website, we also have an offline offering. Good Finance runs a series of events across the country, which social investors can participate either as an attendees, speakers or exhibitors.

## Mission

To be the trusted source of information on social investment for charities and social enterprises. We do this by providing:

- Content that builds understanding on what social investment is & how it is used
- An investor, fund and adviser directory
- Case studies and practical, interactive tools & resources

## Goals

Through our online and offline presence, we aim to:

- Improve knowledge of social investment: what it is, what it can be used for, the journey & the process
- Enable organisations to make informed decisions based on their needs and situation they're in
- Help connect organisations to the right investors to talk to, based on shared values and criteria



# Digital Marketing and Communications Officer

Job Title: Good Finance Digital Marketing and Communications Officer

Location: London, EC4A (occasional travel as part of the role)

Accountable to: Good Finance Project Manager

Salary: £30k - £34k (depending on experience)

Contract: 6 months, fixed term with the option to be made permanent

Working hours: Full time (open to flexible working)

## Overall Purpose of the Role

We have the stability of a well-supported and collaborative initiative, with the culture and feel of a tech-forward social enterprise startup.

We are looking for a self-motivated, 'ideas person', to drive website traffic and to develop digital campaigns through the creation of compelling, informative and user-led content. This includes the full spectrum of content from graphic and visual to blog writing and social media. As Good Finance runs frequent events and workshops for our partners, this role would also include some offline marketing in helping with delivery and occasionally speaking externally.

Our ideal candidate brings an extremely high level of creativity, passion, and proactivity to the role. They get excited at the idea of creating engaging digital content that can be executed across all online platforms for Good Finance.

# Person Specification

## Essential

### Digital Native

- Experience of creating innovative work in the digital world
- Fully understands online digital content creation, website management and social media platforms. This includes producing content & posting strategically, at the right time and place
- Familiarity with common digital tools and platforms such as Google analytics, Canva, Photoshop; open source website CMS Tools e.g. Drupal, Wordpress etc; email marketing software such as Mailchimp & Campaign Monitor
- Creative flair and strong writing skills, to develop and digital resources and engaging content

### Relationship Management Skills

- Desire to develop knowledge of user centred design principles
- Ability to be a public representative.
- An engaging and confident public speaker
- Experience of working within either social sector or finance sector issues

### Data Driven Approach

- Is comfortable with data and analytics to ensure campaigns are impactful
- A keen eye for detail, should be able to identify trends and know the right questions to ask to gather meaningful insights
- Experience of monitoring and delivering on KPIs

## Attitude & Mindset

- The Good Finance team is lean, proactive & fast-paced. We are looking for a self-motivated 'intrapreneur', capable of working both autonomously and collaboratively as part of a close-knit team
- Should be intellectually curious and if not coming from the social sector, should have a passion for the impact social enterprises and charities can create across the UK, and a desire to learn more about it
- Ability to work under pressure, with strong problem-solving skills and a focus on solutions
- Good Finance needs to be responsive to our users so we look for people who can quickly adapt to change and be open to new ways of working
- Should have an appetite for continual development of own digital skills and expertise and be a champion or sharing this learning internally

## Desirable

- Experience and competency video/sound editing, content creation, & design packages (InDesign and Photoshop)
- Experience of working or volunteering in the charity or social enterprise sectors
- Understanding of social investment or impact investing
- Experience of user experience design

# Key Responsibilities

This will be a dynamic, varied role, delivering across a range of digital channels and taking campaigns from concept to delivery.

## Digital Engagement

- Digital content creation and curation including social media, blogs, podcasts, webinars, videos and infographics
- Content management for the Good Finance website
- Managing key social media and email channels
- Supporting the evaluation and maintenance
  - of the marketing strategy
- Developing creative approaches to engaging with key stakeholder groups from across the social enterprise and charity sectors
- Supporting the delivery of the brand guidelines, tone of voice and identity

## Events

- Representing Good Finance at key team and sector events and supporting event delivery
- Supporting sector events and partners with Good Finance presentations
- Collecting content, photos and supporting with podcasts and videos at events
- Supporting creation of offline resources including the production of slides, leaflets and other visual materials

## Compliance & Reporting

- Reviewing financial promotions and ensuring compliance with regulations
- Supporting the delivery of KPI reporting to better inform our work and to provide qualitative and quantitative evidence of impact
- Inputting into quarterly OKRs alongside the team

## Stakeholder Management: Internal

- Working closely with team members to ensure effective delivery of Good Finance and social sector communications objectives
- Being supportive of delivery and development plans for wider social sector engagement work
- Attending stakeholder meetings
- Contributing to Big Society Capital wider team initiatives

## Stakeholder Management: External

- Building relationships with digital colleagues in other organisations across relevant sectors
- Working closely with the Senior Director of Social Sector Engagement and Good Finance Project Manager to manage relationship with a range of sector partners
- Working with external digital agencies on agreed projects



## Salary & Terms of Employment

- The Good Finance team is employed by one of our trusted partners, Big Society Capital
- This is a 6-month, fixed term contract with the option to be made permanent (open to flexible working)
- All applicants must have an existing Right to Work in the UK
- Salary: £30k - £34k (depending on experience)
- Good Finance is committed to being a diverse team that is truly representative of the communities we serve. Big Society Capital is an equal opportunities employer with an inclusive environment where all employees can contribute to their fullest potential.

## Benefits

- 25 days holidays (plus bank holidays and additional closure days). Allowance increases with length of service
- Season ticket loan
- Pension of up to 11% employer contribution
- Flexible working options
- Employee Assistance Programme (EAP)
- Private health and life insurance policy

## Applications

- Please apply through BeApplied; <https://app.beapplied.com/apply/pm2ozpd2ar>
- Deadline: Midday on Wednesday 1st January 2020;
- Interviews: If your application is successful, you will be invited to interview with Good Finance in early January.