



**Good Finance**  
Digital Marketing and  
Communications  
Officer



# About Good Finance

## Welcome to **Good Finance**

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

UNDERSTAND SOCIAL INVESTMENT



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 & Goals



**Good Finance's mission is to be the trusted source of information on social investment for charities and social enterprises.**

Good Finance aims to meet the needs of charities and social enterprises by providing:

- Content that builds understanding on what social investment is and how it is used
- An investor, fund and adviser directory listing information on investors and funds
- Case studies that contextualise information on how organisations leverage social investment

Through our online and offline presence, our goal is to:

- Improve knowledge of social investment, what it is, what it can be used for and the journey & process it requires
- Enable organisations to make informed decisions, based on their needs and situation, not on embedded attitudes
- Help connect organisations to the right investors to talk to, based on shared values



For more information, visit  
[www.goodfinance.org.uk](http://www.goodfinance.org.uk).

# 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:** £30,000 - £34,000

**Contract:** Permanent

**Working hours:** Full time (open to flexible working)

[Apply via BeApplied](#)

### 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 person who can turn ideas into action in order to drive website traffic, develop digital campaigns and create compelling, informative and user-led content. This includes the full spectrum of content from graphic and visual to blog writing and social media.

Good Finance is a highly collaborative initiative and works with a network of partners, supporters and suppliers. This role requires strong relationship, project and time management skills.

As Good Finance runs frequent events and workshops, this role also included some offline marketing 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.

# Statement of responsibility

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 (LinkedIn, Twitter, Instagram and Facebook) and email channels (newsletter and targeted campaigns)
- Supporting the evaluation and maintenance of the Good Finance marketing strategy
- Developing creative approaches to engage with key stakeholder groups from across the social enterprise and charity sectors
- Supporting the delivery of the Good Finance 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

- Reviewing financial promotions and ensuring compliance with regulations
- Ensuring activities operate in line with GDPR and data privacy requirements

# Statement of responsibility

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

## **Stakeholder management: External Relationships**

- Building relationships with digital colleagues in other organisations across the financial and social sector
- Working closely with the Senior Director of Social Sector Engagement and Good Finance Project Manager in managing relationships with a range of Marketing Partners (for example, Pioneers Post, Social Enterprise UK, School for Social Entrepreneurs, NCVO, Locality and UnLtd)
- Managing external digital agencies on agreed projects

## **Stakeholder management: Internal Relationships**

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

## **Reporting**

- 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

# Person Specification:

## Essential skills

### **Digital pro: no matter when, where or how you learned your skills, digital delivery is key in this role**

- Experience of creating innovative work in the digital world
- Full understanding of online digital content creation, website management and social media platforms - this includes not only producing content but 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 Campaign Monitor
- Creative flair and strong writing skills, to develop and digital resources and engaging content

### **Relationship management: Good Finance is a highly collaborative initiative and works with a network of partners, supporters and suppliers**

- Excellent relationship, engagement and influencing skills will be required in order to achieve success through the delivery of our KPIs and obtain value for money through our external contracts
- Desire to develop knowledge of user centred design principles
- Ability to be a public representative. An engaging and confident public speaker, capable of delivering dynamic talks and presentations.
- Experience of working within either social sector or finance sector

### **Data Driven: using data and online analytics to drive content delivery is a key part of this role**

- Experience with Google and social media analytics to ensure campaigns are impactful
- With 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

# Person Specification:

## Attitudes, abilities & mindset

**The Good Finance team is lean, proactive and 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
- We need someone who can 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 for sharing this learning internally
  
- Experience and competency in:
  - Video/sound editing
  - Content creation, including writing and editing
  - Design packages including InDesign and Photoshop
  
- Experience of working or volunteering in the charity or social enterprise sectors
- Understanding of social investment or impact investing
- Experience and competency of user experience design

## Desirable

# Salary & terms of employment

## Application details

### Key details:

- This is a permanent position
- All applicants must have an existing Right to Work in the UK
- Location: London EC4A (the majority of Big Society Capital staff are currently working from home)
- Salary: £30,000 - £34,000 (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.

### Applications

- [Please apply through BeApplied here](#)
- Deadline: 27th November
- Interviews: If your application is successful, you will be invited to interview with Good Finance in early - mid December

**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.**



The Good Finance team is employed by one of our trusted partners, Big Society Capital.

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

## Benefits & 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 & 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!).\*



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## Benefits & Perks

### 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