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## SOCIAL FINANCE CONTENT PRODUCER – IMPACT INCUBATOR 18 MONTH FIXED TERM CONTRACT INITIALLY

### About Social Finance

Social Finance (SF) is an ambitious not for profit organisation which seeks to drive social change. We work in partnership with government, funders and the social sector to tackle entrenched social problems in the UK and internationally. We seek transformation that is both sustainable and scalable, and can harness investment where needed.

Founded in 2007, we developed techniques and tools to rethink ways to tackle social problems. Our compelling approach led to the first ever Social Impact Bond in Peterborough. Over the past 11 years, our innovations, including Social Impact Bonds, have helped to mobilise over £500m for social change, in over 24 countries around the world.

We have grown from 2 people to over 90 professionals from diverse backgrounds in the public, private and charity sectors, who all share a passion for making a difference. We are based in Vauxhall, London with sister organisations in the US, Israel, India and the Netherlands, as part of the Social Finance Global Network.

More information can be found on our website: [www.socialfinance.org.uk](http://www.socialfinance.org.uk)

### About the Impact Incubator

Within Social Finance, the Impact Incubator is a partnership with major UK grant-making trusts and foundations. We work on issues chosen by these foundations and we partner across sectors to reimagine how we could address the issues. We build long term partnerships with charities, each bringing our complementary expertise and skill set.

Since the Impact Incubator began in 2014, we have launched four projects and have a further two in development. We are keen to share what we have learnt but know we are only a small part of the story and want to share a breadth of perspectives and insights on how social change happens. As part of this process, in collaboration with the Foundations and our partners across sectors, we are hosting a series of learning events across the UK over the next 18 months. The first round of events took place in June 2019 and brought together leaders from a diverse range of organisations.

### The opportunity

Alongside these learning events we launched a website designed to capture the energy and ideas exchanged at the events, keep the conversation going and serve as a longer-term platform for disseminating thought provoking pieces about systems change. We are now looking for a part-time (3 days per week) Content Producer to manage the new website, its content and marketing approach to

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driving engagement with our audiences. Key to the role will be translating the theory and frameworks around systems change thinking into tangible, relatable pieces of content that both our funding and delivery partners feel they can actively engage with and help them to think about how to effect lasting social change in their communities.

There are three main strands of work to this role:

### Content strategy and plan

- Lead on implementing the content strategy for the Impact Incubator's learning and dissemination programme
  - Design of messages for the Impact Incubator website and wider communication outputs
  - Work closely with the Impact Incubator to ensure the USP is at the heart of the content produced and informs everything.
  - Guidance and creation of a common narrative with particular content, sections or formats that speak to the identified audiences.
  - Work out how the website and content strategy will drive constant engagement with the programme
- Channel mapping
  - Identify the most appropriate channels for reaching audience segments with different types of content, including advice on effective use of social media
  - Advise on how to engage audiences in both outbound third-party locations and in how to drive inbound traffic to the II website

### Content Production and Curation

- Work with the Impact Incubator team to seek ongoing content for the website and newsletters.
  - Ensure messaging, tone of voice and style are consistent and align with the content strategy
  - Support the team to deliver content in non-written media, e.g. video or audio materials
- Follow up with live connections through the Impact Incubator's Learning Events to expand reach.
- Plan for integrating content with offline activity (e.g. events) and direct marketing (e.g. email)
- Work closely with the Communications Director, the Events and Marketing Coordinator and the Impact Incubator Director to ensure consistency across the Impact Incubator and Social Finance communications outputs
- Lead on writing and copyediting for the website
- Lead on the commissioning, collation, management and promotion of third-party content - a key element of the programme is to share and champion the work of partner organisations.
  - Collate and disseminate a regular newsletter and proactively identify opportunities, events and articles to feature.
  - Copywrite articles and other written outputs for the Impact Incubator website

### Content delivery

- Manage the content delivery plan for the Impact Incubator
- Work with the Events and Marketing Coordinator on the delivery of a series of UK-wide events, ensuring events and digital are integrated seamlessly



- Coordinate with existing and potential partners to capture ongoing learning and dissemination opportunities
- Monitor usage of the site and social channels, using analytics to maximise engagement and user experience
- Manage relationships with consultants or other external agencies
- Track project budget

## Our commitment to you

Personal development is at the heart of the Social Finance offer. Every employee has a range of support in place, a buddy to help settle within the Company, a Line Manager to support you in your career progression and the opportunity for a Mentor to guide your career. We'll support your development with training, so you can add to your skills or relevant professional qualifications.

As well as a competitive salary, commensurate with experience and sector, Social Finance offers a contributory stakeholder pension scheme, plus an uplift in salary allowance to spend on other benefits.

To help you fund your pension, further professional education or childcare vouchers we can offer a salary sacrifice scheme. Social Finance offers childcare vouchers, season ticket loans, bike to work schemes and Give as you Earn.

Social Finance is a sociable organisation - we regularly schedule office drinks and other social events. We organise events to raise money for different charities, and many staff members volunteer on a regular basis. We offer plenty of opportunities to get out, meet each other and make a difference by doing something, big or small, for others.

## Application

Interested candidates should send a CV and covering letter detailing their interest in working at Social Finance highlighting relevant experience. Interviews will take place week commencing 12 August – please advise on application if you are not able to attend on specific dates.

Please send all documents to: [iirecruitment@socialfinance.org.uk](mailto:iirecruitment@socialfinance.org.uk)

Candidates who do not include a covering letter will not be considered. All applicants welcome.

**Closing date for applications: Sunday 4 August 2019**

***Social Finance is actively looking to broaden the diversity within our organisation, to mirror the diverse populations that we work with and for. We encourage candidates with a range of work and life experiences to apply.***

This post is funded through the Impact Incubator's partnership with UK foundations. This includes funding from the National Lottery Community Fund, Comic Relief, Tudor Trust, Esmée Fairbairn, Treebeard Trust and Paul Hamlyn Foundation.