

CANDIDATE BRIEF: DIRECTOR OF COMMUNICATIONS BASED IN LONDON

About Social Finance

Social Finance is a not for profit organisation working in partnership with government, funders and the social sector to achieve sustainable social impact at scale. We are a leading social investment intermediary and a centre of innovation in addressing social issues in the UK and beyond. We have grown from 2 to 80 people in London over the past 11 years. We have sister organisations in the US, Israel, India and the Netherlands.

Social Finance develops sustainable models to drive social change for issues such as homelessness, unemployment, mental health, learning difficulties, education, health challenges and vulnerable children. Internationally, we design results-based models for issues such as maternal and neonatal health, education, employment and essential household services delivery.

Since we started 11 years ago, our innovations, including the Social Impact Bond, have mobilised over £500m for social change. More information can be found on our website www.socialfinance.org.uk

The Opportunity

Social Finance has been recognised as one of the leading brands in impact investing and is regularly in the press as a commentator on innovative models of social change and the role finance can play. Building on the foundations laid in our first 11 years SF has an ambitious strategy to drive impact at scale.

Social Finance UK is seeking a Director of Communications to join the leadership team and help us realise our ambitions. You will refresh and deliver our communications strategy, and will be responsible for raising the profile and influence of Social Finance in the UK and internationally. This role is part-funded by national lottery funding provided by the Big Lottery Fund.

The Role

The Director of Communications will have responsibility for promoting and protecting the **brand** including:

- all **external communications, reputation** and **advocacy work** to raise the profile and influence of Social Finance in the UK and internationally
- supporting teams with external communications on their individual projects
- **PR**, acting as media spokesperson, responding to any incoming press enquiries and proactively seeking coverage of our work
- setting the **external affairs** agenda, working with a broad range of external partners
- tracking developments, trends and changes across the sectors we work in and advising on the implications for our strategy
- identifying target audiences and **developing key messaging** across our five business lines and their programmes;

- overseeing the **development and distribution of Social Finance content**, including briefing papers and reports; speaking engagements, conferences and events, social media, press articles, blogs and other content channels
- marketing activities
- **internal communications** working with the Chief Operating Officer
- providing direction and leadership on communications for all staff throughout the organisation

The Director of Communications reports to the CEO and the Board. The Board is chaired by David Blood and comprises leading figures from the social, financial and government sectors. You will lead a small but specialist communications team, currently 1 permanent member of staff and 1 external consultant. You will be an integral part of the Social Finance Global Network communications team, coordinating with our sister offices in the US, Israel, Netherlands and India. We are flexible as to whether the role is full or part time depending on the candidate.

What we are looking for

The successful candidate will need:

- at least 10 years track record that demonstrates Director-level communications experience ideally within the context of third sector/charity, government, policy or consulting sectors;
- the ability to advise at Board level and experience leading multi-disciplinary teams;
- excellent written and spoken skills (reports, speeches, articles, online) to deliver complex material in a clear and compelling way across all media
- good organisational skills, with proven ability to handle multiple simultaneous projects in a demanding work environment;
- experience of managing and developing staff; and be a team player
- excellent relationships with the media, clients and colleagues to support the strategic communications objectives of Social Finance

What you get in return?

Social Finance is a collaborative and mission driven organisation with a strong emphasis on personal development. Salary and benefits are competitive within the social and public sector and commensurate with experience. As well as a competitive salary, 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 season ticket loans, bike to work schemes, and Give as you Earn.

We are a great team, who enjoy spending time together. There are plenty of opportunities to get involved. This is a chance to make a real impact, working on projects and issues with real results that help change the lives of those most in need.



Application

Interested candidates should send a CV and covering letter detailing their interest in working at Social Finance highlighting relevant experience to:

communicationsrecruitment@socialfinance.org.uk

All candidates should state in their application whether they have the right to work in the UK or require a visa. If you do not explicitly state this your application will not be considered.

All applicants welcome.

Closing date for applications: 23 November 2018

Social Finance is an equal opportunities employer