

Summary: Social Investment Unpicked Masterclass and Content Creator

Social Investment Unpicked is a free, interactive e-learning course for people who want to deepen their understanding of social investment. It sits with Good Finance, and this role would involve working closely with Good Finance and the Big Society Capital Social Sector Engagement team. More information about both organisations can be found at the end of this document.

Good Finance is an independent and autonomous project supported by Big Society Capital and Access - The Foundation for Social Investment. More information about both organisations can be found at the end of this document.

Good Finance is looking to contract an independent consultant or freelance individual specialising in managing and developing content, e-learning and community / cohort management. Ideally you will have a strong understanding of the charity, social enterprise and social investment sectors.

The service we retain will need to represent excellent value, be proportionate in terms of our budget and share our passion for user led design thinking and excellent customer service.

This is a short-term project, working to create and update learning materials and manage peer support network development for online learning courses.

Scope of work

Social Investment Unpicked takes a blended approach to learning with a combination of 4 self-directed modules and cohort webinars delivered over 6 weeks. Since its launch in 2020, approximately 100 people have completed the course.

In response to user feedback from those who have completed the course, we are looking to develop a series of standalone masterclass sessions. These would be sessions focused on specific topics that former participants have expressed an interest in learning more about.

The appointed individual would be responsible for updating and creating new learning content and masterclasses for Social Investment Unpicked. This would involve:

- Reading and absorbing feedback and insights from current participants and alumni to develop masterclasses

- Developing and writing the framework for each masterclass session including session objectives, delivery, content and FAQs
- Producing the content (this may be a video recording, webinar or interview)
- Securing relevant speakers or expertise required for individual sessions
- Producing a test version in order to validate content
- Working with the Good Finance team to upload or manage content on the Talent LMS e-learning content management platform

Skills / experience needed:

- Comfortable being highly flexible to new situations
- Passion for improving lives in the UK through social investment – knowledge about the social investment sector is also helpful
- Experience of working with teams from different backgrounds and with different skills
- A good understanding of developing hybrid (supported and self-directed) learning content
- Experience developing training and learning objectives and frameworks
- Experience creating content e.g. slides and videos
- Experience of user testing and implementing user feedback
- Strong relationships building skills
- Comfortable using tools such as Canva and Google Suite
- Knowledge of e-learning platforms (e.g., Talent LMS) is helpful but not essential

Timeline

The first masterclass would take place in September, with additional masterclasses to be developed afterwards. We are looking for someone ideally to begin development in April - May 2022.

Budget / Remuneration

£250 - £340 day rate. Number of days per week to be agreed and may be flexible depending on the project plan and timings.

As a small project that is run on a social enterprise budget within a social investment organisation, we have a responsibility to ensure that our funds are used in the most efficient and effective way possible and that we secure the best value.

We are also keen to work with an organization that shares our values around the creation of impact. We welcome submissions from social enterprises, charities and small businesses

Evaluation criteria

We'll be deciding based on the following criteria:

- Knowledge of developing learning content: We want to work with a skilled individual with a

strong track record of **creating online / hybrid learning**.

- Sector understanding: Relevant experience and understanding of the social investment, charity, social enterprise space is a big bonus. We're keen to work with someone who can understand our organisation and its mission and can quickly grasp the brief.
- Reliable and responsive service: We are looking for someone who is reliable and responsive when it comes to communication.
- Cost: We have a responsibility to our funders and stakeholders to use our budget as effectively and efficiently as possible. We need to work with an agency or individual that wants to support our mission, believes in the work we do and can provide great service at a great price.

Proposals

If you want to work with us, we'd love to get a short proposal setting out:

- Your credentials against the services we require
- Your cost / fees inclusive of VAT
- Your availability – duration and number of hours a week you are able to work
- Location (UK-based or non-UK-based) and type of consultant (sole trader/self-employed, team, company)
- Your experience of the charity, social enterprise or social investment sector
- Any discounts / free services available for non-profit initiatives
- What it's like working with you

Please send your proposal to iranjan@big society capital.com by **April 15th 2022**. We'll have a further chat with you and will take some references before we make our decision.

In the meantime please get in touch if there's anything you'd like to talk through further. You can also access additional background information via the links below.

Additional Context and Background

This role would involve working closely with the Social Sector Engagement team at [Big Society Capital](#) (click here to find out more) and Good Finance (read below to find out more).

[Good Finance](#) is a website for charities and social enterprises to help them navigate the world of social investment. It is a collaborative project between organisations committed to improving access to information on investment and finance for charities and social enterprises. Good Finance is funded by [Big Society Capital](#) and [The Access Foundation for Social Investment](#) as part of their joint commitment to be champions for the market.

Alongside our 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 attendee, speaker or exhibitor. It is our ambition to continue developing our offering and develop a better understanding of the user and stakeholder data we currently have, as well as establish the areas of opportunity for data we could be gathering in the future.

Mission

Good Finance's mission is to be the trusted source of information on social investment for charities and social enterprises. Good Finance takes a user led approach and 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 - such as [the investor and adviser directory](#)
- [Case study stories](#) that contextualise information on how organisations leverage social investment
- Practical tools and resources: Such as [a diagnostic tool](#), [outcomes matrix](#) & [resources hub](#), all interactive, downloadable and customisable tools designed to equip users with the information they need

Goals

Through our online and offline presence, we aim to:

- Improve knowledge on 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 value
- Enable social investors to reach frontline organisations through data driven approaches.