

Summary: User Voice Content Creator

Good Finance, in partnership with Big Society Capital, is looking to contract an independent consultant or freelance individual specialising in managing and developing e-learning content, including videos, presentation slides, quizzes and reflection activities.

Ideally you will have a strong understanding of the charity, social enterprise and social investment sectors and content creation skills, especially video editing and Canva slide creation.

The service we require 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 e-learning materials for a new online learning course on user voice.

User Voice Project Description

User Voice is a free interactive e-learning course for people in the social investment and social impact sectors who want to deepen their understanding of user voice principles and methods and how they apply in decision making, fund design and fund management.

It takes a blended approach to learning with a combination of 5 self guided modules, that are cohort and tutor supported through virtual meetups.

Good Finance has previously developed two other online learning course, click on the links below to explore more information on:

1. [Social Investment Unpicked](#)
2. [Investment Committees of the Future](#)

Scope of work

The appointed individual would be responsible for:

- Reading and absorbing script frameworks and content plans for the e-learning modules
- Developing slide decks in an e-learning format, using the content plans provided
- Developing quizzes and reflection activities.
- Producing video content for relevant moduled

- Filming, editing and subtitling videos
- Managing relationships with relevant speakers for video filming
- Working with the Good Finance team to upload or manage content on the TalentLMS e-learning content management platform.

Skills / experience needed:

- Comfortable on Canva
- Video filming and editing experiences
- A good understanding of developing e-learning content
- A good level knowledge about the social investment sector is helpful
- Experience creating content e.g. slides and videos
- Strong relationships building skills
- Knowledge of e-learning platforms (e.g. TalentLMS) is helpful but not essential

Timeline

The inaugural user voice cohort would take place in September, with additional masterclasses to be developed afterwards. We are looking for someone ideally to begin content development by late May/early June 2023.

Budget / Remuneration

£150 - £200 day rate. Number of days for the project to be agreed (estimated to be 8 days) and will 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 organisation/individual that shares our values around the creation of impact. We welcome submissions from social enterprises, charities and small businesses or freelancers.

Evaluation criteria

We'll be deciding based on the following criteria:

- **(40%) Knowledge of developing learning content:** We want to work with a skilled individual with a strong track record of creating content and videos.
- **(20%) 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 individual that wants to support our mission, believes in the work we do and can provide great service at a great day rate.

- **(20%) 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.
- **(20%) Reliable and responsive:** We are looking for someone who is reliable and responsive when it comes to communication.

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
- Any discounts or free services
- Your experience of the charity, social enterprise or social investment sector
- What it's like working with you

Please send your proposal to iranjan@bigcapital.com **by 12pm on Friday 19th May 2023**. 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.