

## **POSITION DESCRIPTION DIRECTOR- COMMUNICATIONS**

Reports to: CEO, GSG

Location: London (UK) or New Delhi (India)

### **The Impact Investing Movement**

A paradigm shift is underway. Unique collaboration between pioneering investors, philanthropists, civil society organisations, businesses, governments and entrepreneurs is delivering new tools designed to tackle the complex, global problems we all face today. The era of impact investment has arrived.

The world faces increasing inequality and the spread of social issues worldwide, from a lack of access to basic education and healthcare to climate change and the refugee crisis. These and other challenges can be addressed by unleashing the twin powers of impact capital and social entrepreneurship, complementing the purposeful action and scale brought by global efforts such as the UN's SDGs and COP 21.

Impact investment- investing for a measurable financial and social or environmental return- can help tackle these challenges in a way that adds up for everyone, delivering sustainable funding for service providers; financial returns and impact for investors and entrepreneurs; and, breakthrough ideas that lead to lasting improvement for the world.

### **Organisation**

GSG was established in August 2015 as the successor to the G8 Social Impact Investment Taskforce. It is incorporated as a British not-for-profit, dedicated to catalysing a global impact investment market. There are presently 15 member countries plus the EU, as well as active observers from government and leading network organisations supportive of impact investment. Chaired by Sir Ronald Cohen, the GSG brings together leaders from the worlds of finance, business and philanthropy across the globe. Its mission is to harness the energy behind impact investment to spark a movement around the world, so that it reaches "tipping point" by 2020.

### **Communications at GSG**

Since inception in 2015 the GSG has focused on developing and promoting a unified view of impact investment, facilitating knowledge exchange and encouraging policy change in national markets. In 2015 it initiated a project to improve communications around impact investment.

The GSG also engaged a PR and communications firm, Weber Shandwick, to create strong branding for GSG as well as a unified narrative and messaging to attract key constituencies, including investors, governments, philanthropists, entrepreneurs and foundations. With support from a working group of GSG network members, Weber Shandwick also created a website to house a repository of information on the GSG's efforts and on impact investment developments globally, as well as a digital platform to facilitate knowledge exchange.

### **The Role**

The role of Director-Communications will be to help build a global movement for Impact Investing by designing and delivering an ambitious strategy, working with key audiences to enable impact investment to reach "Tipping Point" by 2020. The Director is expected to work closely with all the National Advisory Boards (NABs) and use all tools at his/her command to help communicate the Impact Investing value proposition, including but not limited to leading, managing and executing the following communication assets and channels:

- Branding
- Website
- Social Media
- Networking Platform
- Press Relations
- Other online media and television
- Events (incl. Global Impact Summit)
- Campaigns
- Research & Dissemination
- Advocacy

### **Education and Experience Requirements**

- 10+ years' work experience
- 3+ years' experience in field of impact investment and/or social entrepreneurship
- Demonstrated execution of Communication campaigns, Brand building and Public Relations (ideally in both B2B and B2C environments)
- Desirable experience of community building or managing communications for a network

- Track record of working across geographies, with virtual teams and with consultants
- Master's degree preferred, Bachelor level university degree essential

**Essential qualities:**

- Ability to work in a start-up environment with limited resources
- Result oriented overachiever excited by ambitious goals
- Both strategic and hands-on
- Strong team spirit with an ability to build and be part of a high performing team working across geographies in a fast-paced environment
- Ability and willingness to travel internationally
- Have the right to work in the UK or India depending on preferred location of work.

**Compensation & Terms**

This is a full-time role and the job will have competitive salary based on experience and industry norms.

**Recruitment process:**

- We accept applications on a rolling basis. Candidates that have a relevant profile will be contacted for interviews. We are unfortunately not able to get back to unsuccessful candidates at application stage. We expect to appoint a successful candidate by end 2017, early 2018.
- Please send your application with CV and cover letter to Neha Nigam [neha.nigam@gsgii.org](mailto:neha.nigam@gsgii.org) copying [krisztina.tora@gsgii.org](mailto:krisztina.tora@gsgii.org).