



The Global Steering Group for Impact Investment

Director of Marketing & Communications

APPOINTMENT BRIEF

August 2022





Dear Candidate,

Thank you for your interest in our Director of Marketing & Communications position.

The Global Steering Group for Impact Investment (GSG) was founded on the belief that investment done well can benefit people and the planet. Our mission is to shift our economies in a way that delivers positive outcomes for all.

We bring together leaders from finance, business, philanthropy and governments to drive a shift towards impact economies and the achievement of the UN Sustainable Development Goals. We want societal and environmental impact to be embedded in every investment and business decision, optimising risk, return and impact to benefit people and the planet.

As inequality continues to rise around the world and with the climate and nature crisis threatening the future of our planet, it is evident that our economic systems are not working for everyone. As an impact investing movement, we recognise the challenges, and we are doing our part in overcoming them.

These challenges can be addressed by unleashing the power of impact capital, impact transparency and social entrepreneurship, to address and tackle this issue at scale. We have an opportunity to re-build economies with equity and resilience.

We are at the core of a global community of countries and people, building momentum for a shift in the role of finance. The post of Director of Marketing & Communications is a critical leadership position within GSG, with overall strategic responsibility for the oversight and delivery of our influencing, convening, marketing, and communications activities.

I hope this opportunity inspires you as much as it does us and that you will consider joining us in the impact movement. Our passionate team is highly skilled and motivated, ready to welcome stronger marketing and communications.

Do continue reading this appointment brief for more information about the GSG and the opportunity, and do get in touch with our advisors at Prospectus for a confidential conversation.

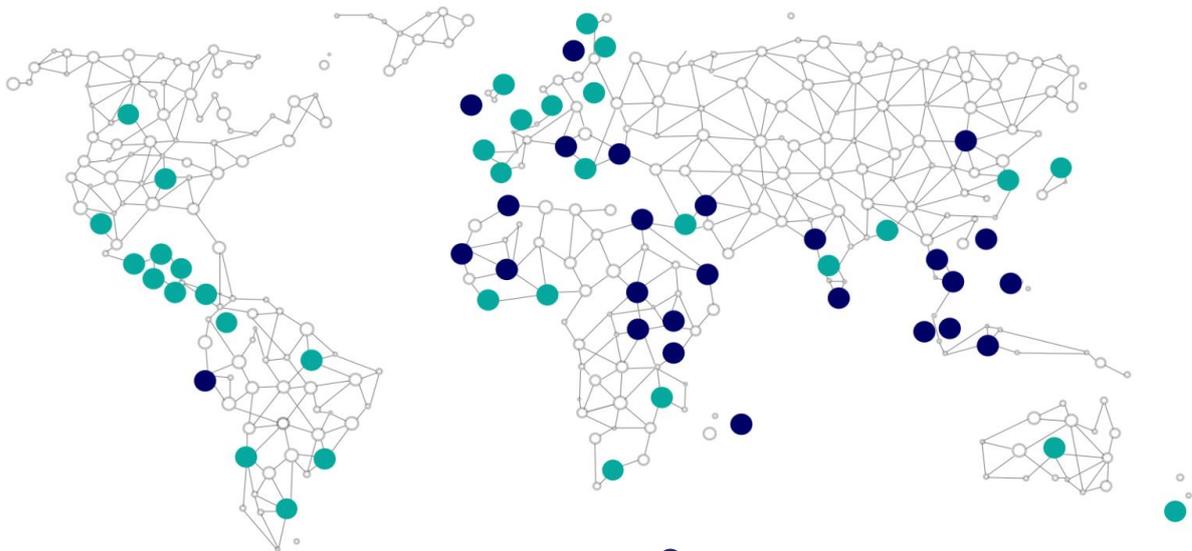
Sincerely,

CLIFF PRIOR
CHIEF EXECUTIVE OFFICER

About GSG

GSG brings together influential stakeholders from the private and public sectors to collaborate on our mission to shift economies to deliver positive outcomes for all people and the planet. To achieve this objective, we innovate, agitate, advocate, and orchestrate an effective and diverse global impact movement, in close partnership with the National Advisory Boards (NABs), with a focus on achieving outcomes at scale, through impact investment, where it is most needed.

The GSG's NABs currently cover over 35 countries, with more than 20 countries on the way to establishing their own NABs. A NAB is a local platform representing all the stakeholder groups needed to redirect significant capital flows towards positive social and environmental impact. Private-sector led, yet in close partnership with national governments, NABs create awareness and market intelligence, help change policies, and mobilise additional financial resources for public good. We are actively working in over 50 countries and have partnerships with many organisations at the forefront of the impact sector.



● COUNTRIES COVERED BY ADVISORY BOARDS

AUSTRALIA	COSTA RICA	HONDURAS	NEW ZEALAND	SWEDEN
ARGENTINA	EL SALVADOR	INDIA	NICARAGUA	TURKEY
BANGLADESH	FINLAND	ISRAEL	NIGERIA	UK
BRAZIL	FRANCE	ITALY	PANAMA	URUGUAY
CANADA	GERMANY	JAPAN	PORTUGAL	USA
CHILE	GHANA	MEXICO	SOUTH KOREA	ZAMBIA
COLOMBIA	GUATEMALA	NETHERLANDS	SPAIN	

● ADVISORY BOARDS IN DEVELOPMENT

BURKINA FASO	KENYA	PHILLIPINES	TANZANIA
CHINA	MALAYSIA	RAWANDA	THAILAND
EGYPT	MAURITIUS	SENEGAL	UAE
ETHIOPIA	MOROCCO	SINGAPORE	UGANDA
INDONESIA	NORWAY	SWITZERLAND	VIETNAM
IRELAND	PAKISTAN	SRI LANKA	
JORDAN	PERU	TAIWAN	

We are chaired by Sir Ronald Cohen, with Cliff Prior as CEO, an executive team of 20, and a diverse group of 20 Board members and Ambassadors from around the world, bringing lived experience, and expertise in economics, politics, entrepreneurship, asset management, social finance and impact investment.



- SIR RONALD COHEN
CHAIR

Our Strategy:

Our 2022-2024 strategy is a staging post towards our long-term mission to shift our economies in a way that delivers positive outcomes for all people and the planet through an effective and diverse global impact movement, with a focus on achieving **outcomes at scale, through impact investment, where most needed.**

The GSG will continue to be very much **of and for, informed by and supportive of, the National Advisory Boards (NABs)**, both existing ones and those in development, and is currently active across over 50 countries and collaborating with c.1000 NAB and taskforce members.

Our work will focus on five key areas:

1. **Leading the global impact movement** through impact product innovation, policy advocacy, government engagement and NAB development.
2. **Expanding our network of NABs** to 55 NAB countries by 2024 to represent over 2/3 of the global population and 50% of the world's poorest.
3. **Supporting all our existing and future NABs** to become more effective, entrepreneurial and influential.
4. **Knowledge development and sharing** through the creation of a dedicated knowledge system to share resources, information and best practices between the NABs and other impact investment stakeholders.
5. **Connecting and convening** the impact movement and its stakeholders as a tool to support all of the above.

We are measuring the success of this strategy against internal and external metrics. In addition to the creation of new NABs and ensuring the success of existing ones, success by 2024 would be a **stronger global impact investment ecosystem that reflects the different needs for impact investment within each country.**

By the end of these three years, we believe that impact will be increasingly mainstream in finance and government, with integrity and transparency, and with **positive outcomes at the centre of decision-making and resource allocation globally.**



GHANA IMPACT DIALOG

DECEMBER



2022-2023 Focus

Focus in 2022-23 is on system change, implementation, and outcomes at scale through working with the NABs and partners across the world on workstreams, all aligning with the ITF recommendations, including:

1. Country impact ecosystems development to harness private capital for public good (SDG 17) – expanding and supporting the group of NABs and strategic partners.
2. Informal settlements and refugee social equity solutions through impact investment (SDGs 1-11).
3. Development agencies increasing impact investment and mobilisation of private capital for public good - focus on SME finance mobilisation in emerging markets, especially in Sub-Saharan Africa (SDGs 8-9 & 17).
4. Just Transition initiatives, initially in South Africa, and other G7 ITF and G20 engagement recommendations (all SDGs).
5. Impact transparency, standards harmonisation and regulation, value reporting, and local implementation in partnership with NABs (SDGs 9-12).
6. Education and skills development programs at scale globally using results-based finance tools, led by Social Finance and the Education Outcomes Fund (SDG 4).

Strategic Context

Marketing and communications activity is key to delivering all elements of GSG's 2022-24 strategy.

Marketing, Communications and Events underpins all the work of GSG, supporting the Market Development, Policy and Fundraising teams, and in marketing the GSG brand and larger GSG events and products, especially where the audiences reach beyond the other teams' audiences.

Role Description

JOB TITLE:	Director of Marketing & Communications
LOCATION:	Flexible within EMEA - home working majority of time, visits to London as appropriate, ability to travel globally on occasion
SALARY:	Salary depending on location
REPORTING TO:	Chief Funds Officer

PURPOSE:

The Director of Marketing & Communications will play a leading role in implementing GSG's purpose and mission by overseeing all our communications, marketing and convening / event activities.

Working directly with the CEO and Executive Committee colleagues, reporting to the Chief Funds Officer, you will lead on delivering our global communications and convening strategy, and ensuring that we make effective use of a range of digital platforms and other media to support our knowledge sharing and advocacy objectives.

The Director of Marketing & Communications will lead a small Communications, Marketing and Events team with 2-4 direct reports focused on digital communications, creative design, and events delivery.

Goals and Responsibilities

- Develop an overarching communications strategy which draws together GSG's activities and products
- Develop, own and oversee delivery of effective major GSG convenings, including the marketing
- Ensure messages and content reach the target audiences through a range of media
- Implement GSG brand to its full potential (brand currently being evolved)
- Manage an entrepreneurial high-performing team
- Be a valuable partner, and support for communications and marketing activity, to the Market Development, Policy and Fundraising teams, and the NABs and strategic partners

Activities

- Manage communications, marketing, and event activities for GSG's initiatives
- Support GSG and its NAB community to maximise the value of the brand
- Serve as the main external communications contact for GSG
- Design an effective and appropriate media programme for GSG's key spokespeople, including leading on media relations directly, as well as through media relations agencies
- Deliver GSG's programme of 3-5 major events, including the GSG Global Impact Summit, working closely with internal colleagues
- Lead on marketing, revenue goal delivery, and communications for all major GSG events
- Guide the digital strategy including the curation and production of content to be shared on digital platforms (social media, website, newsletters etc), as well as community engagement
- Manage and liaise with third party firms engaged on an ad-hoc basis (international strategy, media relations, website update, CRM system etc)
- Monitor, evaluate and report on communications efforts

Key Skills / Attributes

- Interest and familiarity with financial services, impact investing, and GSG's work
- Relevant professional marketing and communications experience, including managing marketing and communications for a high profile and global organisation
- Desire to strive for excellence, playing a leading role in a high-performing team working across multiple geographies in a fast-paced environment
- Ideas generator with the ability to see the big picture and also focus on the detail; able to move easily between strategic thinking and the practicalities of operational delivery
- Experienced in management of digital channels and social media networks
- Able to deliver high quality outputs with a blended team of employees and external suppliers
- Ability to liaise and negotiate conversations with a wide range of stakeholders including finance journalists and social media influencers
- Natural communicator including excellent written English
- Experience of working in small, entrepreneurial organisations; team player with a flexible approach

PREFERRED ADDITIONAL SKILLS

- Language skills reflecting the global communities with which we partner. French or Spanish language skills especially useful

How to Apply

To apply for the role you can either upload your CV together with a supporting statement (of no more than 1000 words) onto the Prospectus website via the link, or you can apply by post to:

Executive Search
Prospectus (Head Office)
20-22 Stukeley Street
Holborn, London
WC2B 5LR

Please ensure that you have included a telephone number, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

If you wish to apply using an alternative format please contact Prospectus on +44 207 691 1920 or email executive.admin@prospect-us.co.uk

Applications via the Prospectus website should be made at:

<https://jobs.prospect-us.co.uk/jobs/details/HQ00181741>

At Prospectus we believe passionately that a truly inclusive workplace leads to increased social impact. We are committed to supporting our clients build more inclusive teams. To understand how we are performing, we ask that you kindly complete the brief equal opportunities questionnaire when you submit your application via our website. Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the consultants never see individual responses to the questionnaire.

Timetable

CLOSING DATE:

9 September 2022

INITIAL INTERVIEWS WITH PROSPECTUS:

19-22 September 2022

GSG PANEL INTERVIEWS:

w/c 3 and 10 October 2022

These dates may be subject to change and applicants will be advised in advance should this happen.

Queries

If you would like to have an informal discussion about the role, please contact Borge Andreassen or Jamila Abubakar at Prospectus on +44 207 691 1920, or email:

borge.andreassen@prospect-us.co.uk

jamila.abubakar@prospect-us.co.uk

Other Information

The GSG is a UK registered charity with team members working globally, including in Bangkok, Buenos Aires, London, Nairobi, Paris, and Rome. You need to have a valid right to work in your preferred location of work, with the ability to travel internationally. The GSG is an equal opportunities employer and welcomes applications from all.



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