



CAREERS IN SOCIAL INVESTMENT

BIG SOCIETY CAPITAL

Rebecca McCartney, Investment Associate
Camilla Parke, Investment Associate

September 2017

www.bigsocietycapital.com
[@BigSocietyCap](https://twitter.com/BigSocietyCap)

Agenda – Careers in Social Investment

1.



Case Study

2.



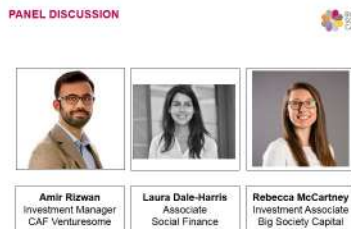
Overview of Social Investment

3.



Overview of careers in social investment

4.



Panel discussion



OVERVIEW
SOCIAL IMPACT INVESTING

At Big Society Capital



We do this by working with partners to



A broad spectrum of impact investing



“Impact investments are investments made into companies, organizations, and funds with the intention to generate measurable social and environmental impact alongside a financial return.”

GLOBAL IMPACT INVESTING NETWORK (GIIN)

Expectation of returns differ depending on where you are making the social impact investment



Snapshot of Global Impact Investing



US\$ 77.4bn
AUM
Globally
(2015)

US\$ 17.7bn
committed
capital
(2016)

11,722
investments
(2016)

157
Investors

Who are the impact investors?



Philanthropic Investors	Mission related (MRI)	Finance-first endowments investments managed to assist philanthropic aims	
	Programme related (PRI)	Impact-first investments targeting market failure	
Individual Investors	Portfolio allocation to impact	Socially motivated high net-worth individuals	
Institutional Investors	Responding to client demand	E.g. Pensions, responding to social motivations of member	
Investment Advisors		Seeking to provide socially motivated clients with impact investment opportunities	

Long standing and emerging players



Est.
2002



Target social outcomes



CHAN
ZUCKERBERG
INITIATIVE

“The only way that we reach our full human potential is if we’re able to unlock the gifts of every person around the world”

Priscilla Chan & Mark Zuckerberg

Health &
Education
focus

Endowment
of \$45bn
Facebook
Shares



Deutsche Bank



Witington
INVESTMENTS



THOMSON REUTERS



West Midlands Pension Fund



The Royal Bank of Scotland



EUROPEAN
INVESTMENT
FUND

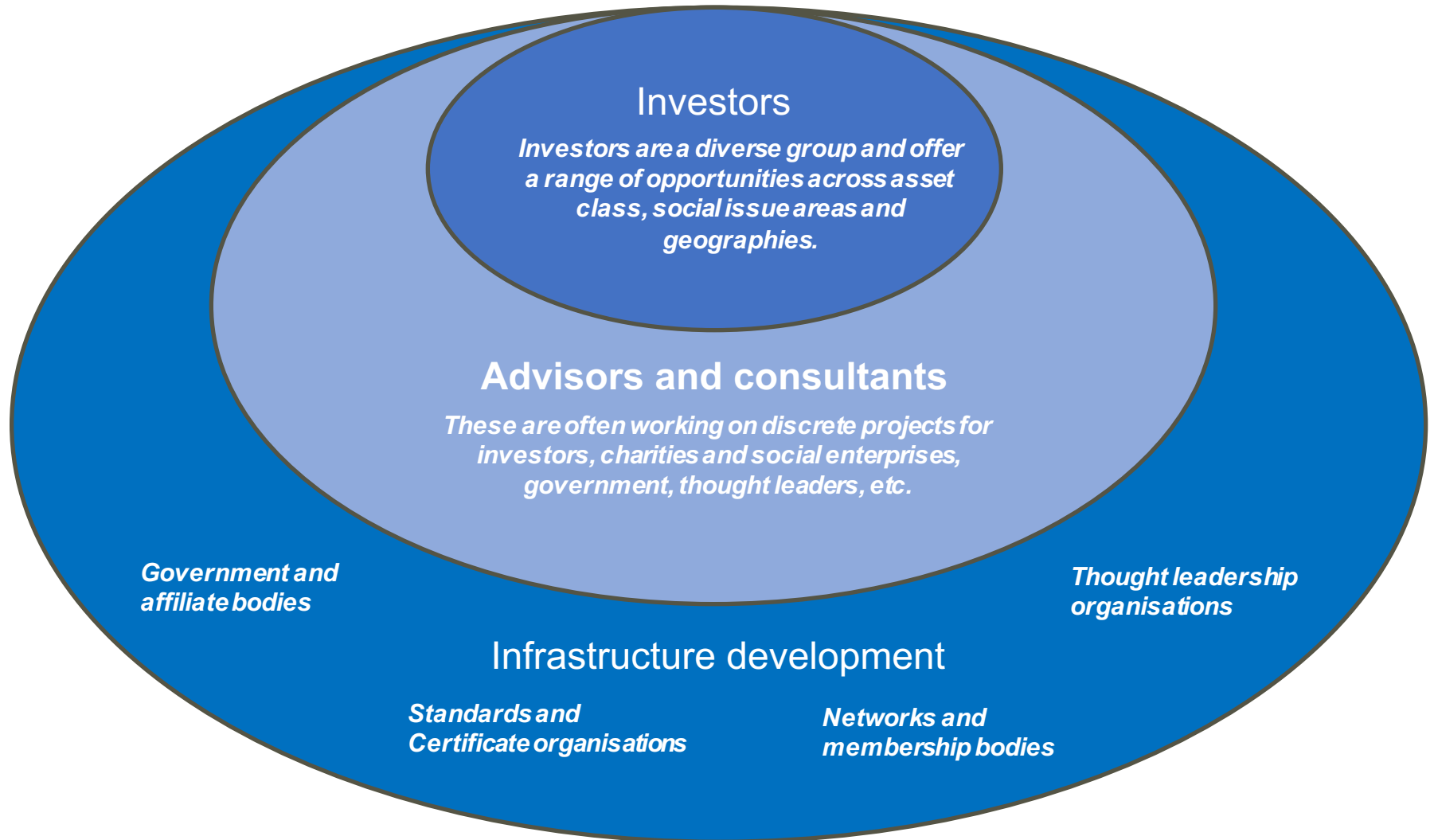
PANAHPUR

Investors



**CAREERS IN SOCIAL
INVESTMENT**

DIFFERENT CAREER OPTIONS IN SOCIAL INVESTMENT



Model adapted from CASEi3 Impact Investing CareerMap

What type of role is right for you?

Below are some of the questions worth asking yourself as you think about the right role:



How close to the impact do you want to be?
(Wholesale or direct investing?)

Generalist or specific asset class?

Want to influence government and decision makers?

Designing or implementing?
Or both?

Country specific or global?

Consulting vs. investing?

Generalist of specific social issue area?

Investor facing or investee facing?

Impact first? Alignment of financial and impact return? Or finance first with impact screen

Top tips when applying for a role in social investment



All the usual recruitment good practice applies in social investment too, but some questions to think about that a recruiter will be looking out for at different stages of the recruitment process. This list is not exhaustive nor if you fulfil them will it guarantee a role in social investment.

Social Drive

- How are you able to demonstrate this in a tangible way? E.g. work experience, volunteering or involvement in initiatives.

Favourite social investment/ enterprise?

- Be prepared to speak about these to demonstrate you are making an informed decision to pursue a career in social investment.

Why do you care about the social issue?

- No-one is expecting you to be an expert, but if you say a social issue gets you up in the morning, be ready to speak about trends and key current policy issues.

Showing empathy

- Social investment requires an appreciation for perspectives of multiple stakeholders, but in particular the beneficiaries that charities and social enterprises are supporting.

Clearly articulate transferable skills

- Most people moving into social investment are coming from a different industry, therefore it is important to talk about how skills developed can be applied in social investment.

WHERE TO LOOK FOR ROLES



Organisations own websites



Big Society Capital
(BSC and sector roles)



Finance Matters



Escape the City



Global Impact Investors Network (GIIN)



Guardian Jobs



Charity Jobs



PANEL DISCUSSION

PANEL DISCUSSION



Amir Rizwan
Investment Manager
CAF Venturesome

Laura Dale-Harris
Associate
Social Finance

Rebecca McCartney
Investment Associate
Big Society Capital

Q&A

DISCUSSION



bigsocietycapital.com

@BigSocietyCap

Big Society Capital Limited is registered in England and Wales at Companies House number 07599565. Our registered office is New Fetter Place, 8-10 New Fetter Lane, London EC4A 1AZ. Big Society Capital is authorised and regulated by Financial Conduct Authority number 568940.