



# **Social Finance**

**Data & Digital Health Director  
Candidate Pack**

August 2022

# Welcome

Dear Candidate

Thank you for your interest in becoming our Data & Digital Health Director.

Social Finance is an ambitious not for profit organisation that partners with governments, integrated health and social care systems, the voluntary sector, and the financial community. Together, we find better ways of tackling social problems in the UK and globally.

Since we started in 2007, Social Finance has helped to pioneer a series of programmes to improve outcomes for individuals with complex needs. Our innovations, including the social impact bond model, have mobilised more than £500 million globally. We have sister organisations in the US, Israel, the Netherlands and India and a network of partners across the world.

We began to focus on Data and Digital in health & care at the beginning of 2020, and over the last 2 years we have seen significant opportunity to grow our impact in this space. Our work builds on ten years of Social Finance experience designing and delivering innovative models of care – spanning improving mental health of young people to integrating health and employment support, to preventing ill health by addressing loneliness.

Our work ranges from working deeply with places and communities to national and global commissions (inc. building partnerships with our sister organisations in the US, Europe and Israel). Examples include digital transformation of the front door to adult social care in Wales; designing Greater Manchester's Early Years data strategy; supporting NHS Digital drive digital and data transformation across health and social care; and leading an international mental health data prize in partnership with the Wellcome Trust.

We are now seeking a Director to build on our momentum to refine and scale our ambition for improving health outcomes using data and digital. Over the next 12 months, you'll identify and deliver high-impact projects/products that use data and emergent technology to overcome some of the trickiest problems in health and social care, from addressing structural racism in health outcomes to the intersection of at risk children and health systems to improving access to social care.

We are looking for an impact-driven leader who brings established networks within the health sector, particularly across the NHS, with the ability to drive business development by building strategic and effective relationships across a diverse and influential group of stakeholders. You will have an understanding of the use of data & digital in improving health outcomes, as well as a commitment to overcoming structural barriers to an equitable health system. We are also looking for an individual with well-developed coaching and mentoring skills to support the development of those around you, while also having the self-awareness to learn from them. Above all else, you will share our vision for a fairer world, where together we unleash the potential of people and communities.

This is an exciting and rare opportunity to develop highly effective and innovative data and digital solutions to improve health care and tackle deep-rooted issues within our health system – I hope you choose to join us in our mission to be an engine for social change. I look forward to speaking to you.

**Toby Eccles**  
**Executive Director**

# What we do

Our unique method combines financial analysis, data science, service design, and social issues research. We focus this expertise on understanding the needs of service users and working with communities to create new responses to challenging social problems.

We develop models, products and services that are pragmatic and have the scope to drive systemic change to improve people's lives. In the UK, we focus on issues such as homelessness, domestic abuse, mental health, learning difficulties, loneliness and vulnerable children on the edge of the care system. We also look to improve equity for marginalised communities in social services. Internationally, we design outcomes-based models for issues such as maternal and neonatal health, education and employment.

## Our work areas

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### Data + Digital Labs

Harnessing the power of data and digital for people and communities.



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### Government + Enterprise

Resolving complex social problems through innovative partnerships.



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### Health + Social Care

Uniting operational, clinical and financial expertise to deliver new models of care.



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### Health + Work

Creating equal opportunities to fulfilling employment.



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### Impact Incubator

Creating new opportunities with philanthropy for lasting social change.



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### International

Putting outcomes at the heart of development.



# Diversity & inclusion

At Social Finance we actively seek people with a range of life experiences to join our community because we believe this makes our organisation stronger.

Our impact will be greater when our work is shaped by people with lived experience and expertise in the social issues we address. We want to be an organisation where people feel valued, where their voice is heard, and where they are proud of their achievements in driving social change.

But we know we have further to go. In 2020 following the renewed global attention to structural racism, we paused to reflect on our own practice and how Social Finance needs to change.

In response we are focusing on a new approach to help us deepen our social impact through building greater diversity within the organisation and a more sophisticated understanding of how our projects respond to diversity needs externally. Three key elements underpin our approach:

## Organisation

We are developing a strategy for diversity and inclusion. We produced a vision for race



equity at Social Finance and established a [Race Equity Advisory Group](#) to provide expert insight and challenge.

We continue to work with them to support us to with the effective planning and delivery of the programmes of work.

## People

Making Social Finance diverse at all levels and ensuring our processes are inclusive and unbiased are key to our diversity and inclusion plans. We are committed to training our senior staff on leading a diverse organisation and to increasing opportunities for those in minority and underrepresented groups. Reaching new audiences through our recruitment processes is a priority.

## Impact

Ensuring our work reflects the impact of social issues on

ethnic minority groups and in turn designing inclusive solutions across all new and existing projects.

We have made progress on race equity and justice, and begun improving internal processes such as a Health & Wellbeing Plan and signed up to become a Disability Confident Employer to make Social Finance more inclusive. We will also ensure that our work encompasses other issues including gender, disability and sexual orientation. Our aim is that by developing deeper skills in one area we can use it as a springboard for making Social Finance inclusive across all areas, and more thoughtful about the dangers of normalcy and the benefits of diversity.

Read more about our vision for race equity on [our website](#).



## Our values

Everyone at Social Finance believes that change is possible. Our unique blend of skills and backgrounds enables us to create breakthrough solutions to society's toughest problems. To help us do it, we have three core values that guide everything we do:

### Curious

We unearth the evidence, ask the awkward questions and don't give up until we get an answer. Through rigorous thinking, and learning from others, we generate ideas that make a big social impact.

### Empathetic

We look from all angles, welcome all viewpoints. We seek to understand without reproach. We build strong teams from diverse backgrounds, with a shared goal to create lasting partnerships for change.

### Pioneering

We are ambitious for lasting change and won't stop until social systems truly meet people's needs. Change is hard. But by combining social insight, business flair and practical innovation – we make it happen.

# Data and Digital team

Our Data and Digital Team brings the power of data science, user centred design and digital to public, social and health sector problems which have the potential for huge social impact.

We have worked with over 40 councils on data and digital projects, as well as NHS Trusts and a range of charities, government departments, and businesses who are looking to use data and emergent technology to improve services and outcomes for marginalised and minoritized groups. This includes working in partnership with organisations such as the Health Foundation, Wellcome Trust, The Hillingdon Hospitals NHS Foundation Trust, the Welsh Centre for Digital Public Services and NHSE.

Our team blends an understanding of policy and service delivery with technical skills (inc. data science and product development). Our not-for-profit status and strong links with major foundations mean that we can often attract grant funding for exploratory work, for high impact but high-risk projects, and for sector-wide initiatives such as establishment of data standards.

Some recent Data and Digital projects include:

- Developing a national data standard and benchmarking tool to scale mental health and employment intervention: In partnership with NHS England, and 20 social sector organisations, Sustainability and Transformation Partnerships, and Clinical Commissioning Groups, we developed a national data model, REST API, and dashboards to inform operational through to strategy decisions. 225 VCS organisation have adopted the data standard and dashboards, ~90% of the sector.
- Improving the adult social care front-door: a discovery through to beta looking at how to improve residents' experience accessing Adult Social Care in three Welsh local authorities. Together, we developed a service providing updates to residents on how their cases are being addressed, building trust, reducing unnecessary strain on social care and enabling staff to spend more time supporting those who need it most. After a successful private beta phase in Neath Port Talbot, we supported the local authority to take on ownership of the service, integrating it within their overall adult social care service and communication channels with residents.
- Re-designing the Office for Health Improvement and Disparities (OHID) spend and outcome tool: In collaboration with OHID, we conducted 63 user research sessions to improve UI/UX and metrics, built robust re-usable data pipelines, and a simple and accessible front-end that made it easier for analysts to conduct analysis. OHID now independently maintains the new tool (inc. new features) that supports 1000+ analysts across the country.
- Social Finance's wider work in health and social care has helped to improve end of life care services for over 11,000 people, support 3,000 isolated older people to reconnect with their communities, and help 2,500 people with severe mental health issues through integrated health and employment support.

# The opportunity

## You will

- Help develop and refine how we leverage data and digital to improve health and social care
- Lead business development, building on established relationships and broadening our network across health and social care
- Coach and support the team to become leaders in health data and digital
- Collaborate with other Social Finance teams (e.g. International, Health and Social Care and Housing) and our sister organisations around the world to explore joint opportunities and propositions
- Contribute to the development of Social Finance's approach to data and digital transformation in the public, social and health sectors more widely



# About you

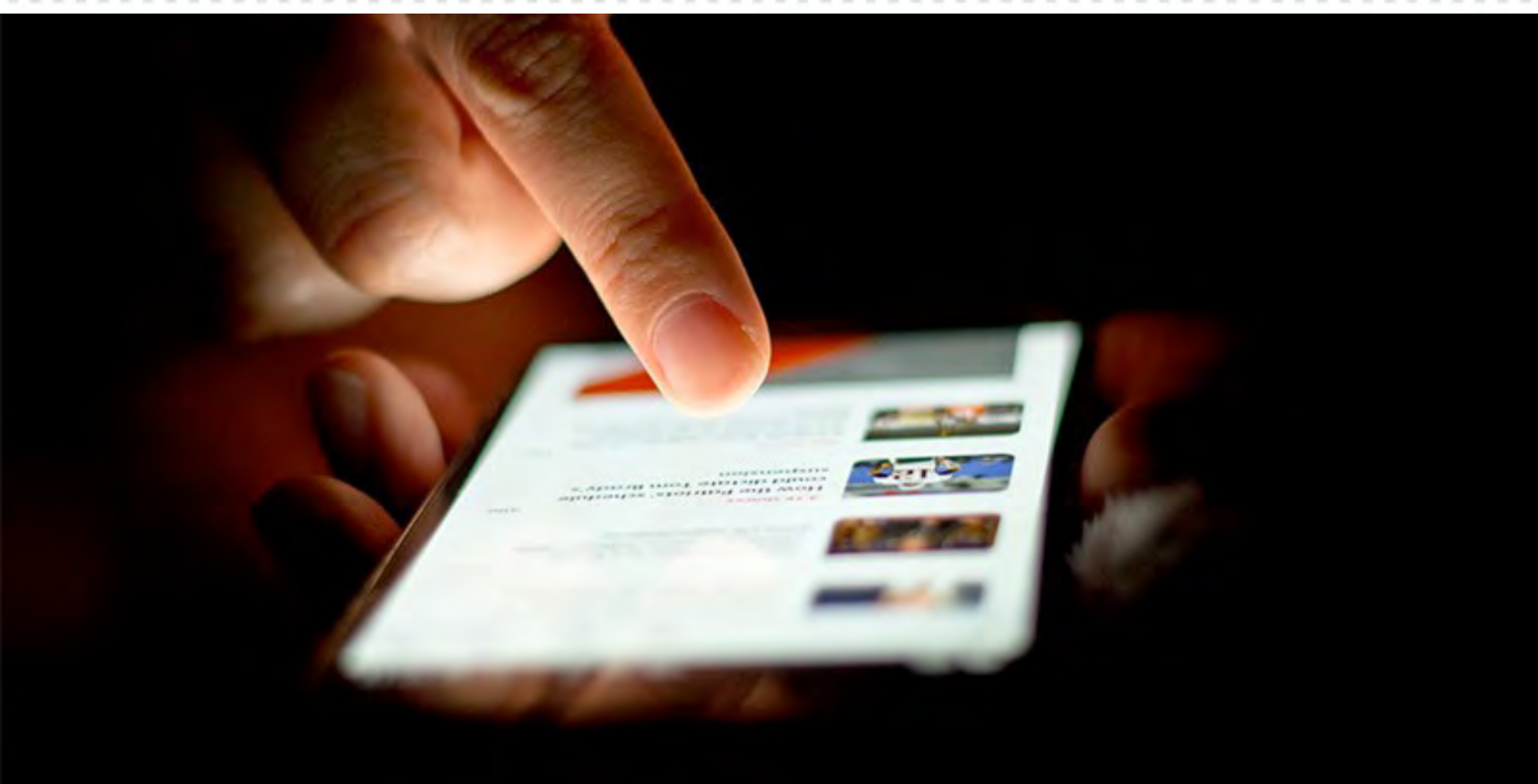
We are looking for someone who brings a passion for social change, improving health care and tackling the hard problems so we can develop solutions and services that result in better outcomes. We are looking for candidates with some of the following:

- **Health and Social Care Experience:** in-depth understanding of health and care landscape and the opportunities and challenges of turning data into insight that can change decisions and health outcomes
- **Data and Digital knowledge:** an understanding of and experience with data and digital transformation within the public, social and/or health sector.
- **Data and Digital delivery:** led the delivery of data and digital solutions that improved outcomes within the public, social, and/or health sector
- **Relationship-building:** able to build deep relationships with senior leaders across a variety of UK health care settings.
- **Business Development:** evidence of identifying and delivering successful business development initiatives in health and social care sectors.
- **Social Impact:** commitment to social impact and addressing the structural barriers to an effective healthcare sector – such as structural racism within health services.

If you don't bring experience in all of these areas, but are committed to learning, we'd still love to hear from you.

## **Our Commitment to You**

Social Finance offers a range of training and development support, using both in-house expertise and external partners to develop and deliver our training programmes. Alongside the Project Managers you work with day to day, your Line Manager will support you in your career planning and personal development. All new staff have a buddy in place to help them learn about life at Social Finance.



# Terms of appointment

- Salary** £90,000 per annum plus an additional 10% pensionable salary in lieu of benefits
- Contract** We support a range of flexible working options and can also accommodate secondments and part-time working.
- Location** Regular travel to our London office (87 Vauxhall Walk, London, SE11 5HJ) and to clients or partners around the UK will be required. We welcome UK based applications from outside of London/the Southeast so far as they can meet the in-person meeting requirements for the role.
- Pension** Contributory pension scheme (employer contribution of 3% when employee contributes)
- Annual leave** We offer a generous annual holiday allowance of 28 days plus bank holidays and corporate leave between Christmas and New Year when the office is closed.
- Additional** Encouraging community and wellbeing is important to us. We have a health and wellbeing plan to encourage better working practices for individuals. We also offer season ticket loans, bike to work schemes and Give as you Earn via salary sacrifice.

Social Finance is a disability confident committed employer as well as a founding signature of the UK social investment sector's Diversity Forum manifesto.



# How to apply

Tall Roots is acting as an employment agency partner to Social Finance. Applications should be made online at <https://www.tallroots.co.uk/socialfinance-director-ddh> and include:

- a CV
- covering letter (no more than two pages), explaining:
  - o your interest in joining Social Finance and motivation for applying for this role;
  - o experience you can highlight that meets some or all of the areas in the 'About you' section.

The closing date for applications is **Friday 23rd September 2022**.

We are an equal opportunities employer and actively encourage applications from under-represented and minoritised groups, including those with lived experience of the social issues we are working to address.

If you have any questions relating to the role, or would like any adjustments made to the process to accommodate your needs, please contact Mark Crowley at Tall Roots via [mark.crowley@tallroots.co.uk](mailto:mark.crowley@tallroots.co.uk).

