

*Fashion*  
**AS A FORCE**  
*for good*

SMART  
WORKS

# SMART WORKS CHARITY

## COMMUNICATIONS AND MARKETING SENIOR MANAGER

Salary: £40,000-£45,000 depending on experience.

Working pattern: Full time, 9am-5pm.

Location: Any London centre (hybrid considered, at least three days a week office-based)

Closing date: 5pm on Thursday 27th June.

# ABOUT SMART WORKS

Smart Works is a dynamic, high profile and fast-growing UK charity that dresses, coaches and empowers unemployed women for success at their job interview. After visiting Smart Works, 69% of clients secure a job within a month.

The Smart Works service is delivered in 11 centres across the UK. Over the past ten years, Smart Works has helped over 35,000 women. It is our mission that any woman who needs our service should be able to find her way to a Smart Works centre. More information about who we are can be found on our website [here](#).



## ABOUT THE ROLE

We are seeking a Communications and Marketing Senior Manager to join our dedicated and ambitious team. A newly created role, the successful candidate will lead on the review and refresh of our website, e-newsletters and digital stakeholder engagement.

The successful candidate will report to our Director of Communications and Marketing. The role has no line management responsibility but will work closely with colleagues – including our Communications and Campaigns Manager, Digital Communications Assistant, Junior Graphic Designer and the fundraising teams – so you should be used to collaborating with others, in a dynamic environment.

If you're a communications specialist who puts real people, key audiences and insight at the heart of your work, and you're passionate about supporting women, then this could be the perfect role for you.



# DUTIES AND RESPONSIBILITIES

## Communications and PR

- Develop and deliver an increased presence in national media to raise organisational profile and support growth in our reach, impact and fundraising.
- With the Communications and Campaigns Manager, manage reactive and proactive media activity.
- Support the wider organisation with key campaigns such as International Women's Day and Smart Works Unemployment Index, suggesting ideas and aiding with the creation and delivery of content on key channels.
- Develop and champion Smart Work's brand ensuring our vision, mission and values are central in all our communications and that our tone of voice, wider identity and brand principles are followed.

## Website and Digital

- Manage the current website and planned updates, and review for future development with key audiences and local centres in mind.
- Develop and maintain the overall e-newsletter plan, and implement digital marketing activity to drive audiences to our website to take action to support our work
- Implement paid content marketing initiatives, recommending content, channels and budgets.
- With the Digital Communications Executive, develop and deliver Smart Work's digital plan, coordinate proactive social and digital media activities.
- Utilise tools and analysis to report on specific projects and campaigns as needed, providing commentary and making recommendations on improving performance.

# SKILLS, KNOWLEDGE, AND PERSONAL ATTRIBUTES

- A track record of meeting/exceeding communications and marketing targets, preferably within a charity and/or volunteer environment.
- Able to build an effective brand in line with a charities values and vision to meet organisation goals (including fundraising targets and increased use of services)
- Proven skills in digital communications, including managing websites, content management systems and e-newsletters, with an ability to analyse campaigns and content.
- Strong experience with SEO and social media platforms - with strategic use of targeting/retargeting tools across channels.
- Highly organised, able to plan and balance the need to support income generation with delivering impact for people who could benefit from Smart Work's services.
- Excellent written, verbal and presentation skills, including the ability to write concisely and with impact
- Great team working skills and an awareness of expectations from other colleagues - collaborative, flexible and supportive.
- Project management skills: ability to plan and deliver projects on time, within budget to meet or exceed an objective.
- A strong creative and proactive approach to all areas of work, with ideas of how to engage target audiences and drive actions through communications.
- Accurate with great attention to detail.
- A friendly and approachable attitude, can work independently and as part of a team.

# BENEFITS, TERMS, AND CONDITIONS

- North, West or South London centre (hybrid considered with at least three days a week office-based)
- Full time, 9am-5pm
- Permanent
- Salary of £40,000 - £45,000, depending on experience.
- 25 days annual leave, plus bank holidays.
- Company pension.
- Positive, supportive working environment with opportunities for practical training and progression.
- VIP access at Smart Works sales, events and pop-up shops.
- All successful applicants must provide two satisfactory references and complete a Basic DBS check.

# HOW TO APPLY

Please use the portal submit your CV and cover letter by **5pm Thursday 27th June**. Your cover letter should address the following questions:

- Why do you want to work for Smart Works?
- In your opinion, what is the biggest challenge and biggest opportunity in the current communications space?

Shortlisted applicants will be notified no later than Friday 28 June.

First round interviews will be held in person on **Tuesday 2 July**, at our North London office during the following times:

8.15-9.00am, 9.15-10.00am, 11.45am-12.30pm, 12.45-1.30pm

Second-round interviews will be held in person on **Monday 8 July**, at our North London office (candidates will be notified by Wednesday 3 July) during the following times: 8.00-09.00am or 10.30-11.30am or 12noon-1.00pm or 1.15pm-2.15pm.

For the second-round interview, you will be asked to present your response to the following: We know that clothes give confidence and fashion can truly be a force for good. How would you approach the idea of Second Hand September to engage our key audiences? You'll have ten minutes in total (including time for any questions).

If you require any reasonable adjustments or alterations for the application and recruitment processes, please contact [recruitment@smartworks.org.uk](mailto:recruitment@smartworks.org.uk) about submitting an application.

At Smart Works we will apply suitable measures to keep your information secure in accordance with our Privacy Policy (a current version of which is available on our [website](#)).

Smart Works promotes equity, diversity, and inclusion in our workplace. We particularly welcome applications from black, Asian and minority ethnic candidates, disabled candidates, and candidates with lived experience of unemployment as we would like to increase the representation of these groups at Smart Works.