

Fashion
AS A FORCE
for good

SMART
WORKS

SMART WORKS

Events, Community & Retail Activations Manager

Salary: £34,000-£38,000 depending on experience.

Contract: Permanent

Working pattern: Full time, 9am-5pm but open to part time and flexible working, with a minimum of 0.8 FTE.

Location: London with hybrid working possible.

Closing date: 9am on Tuesday 14th July 2026



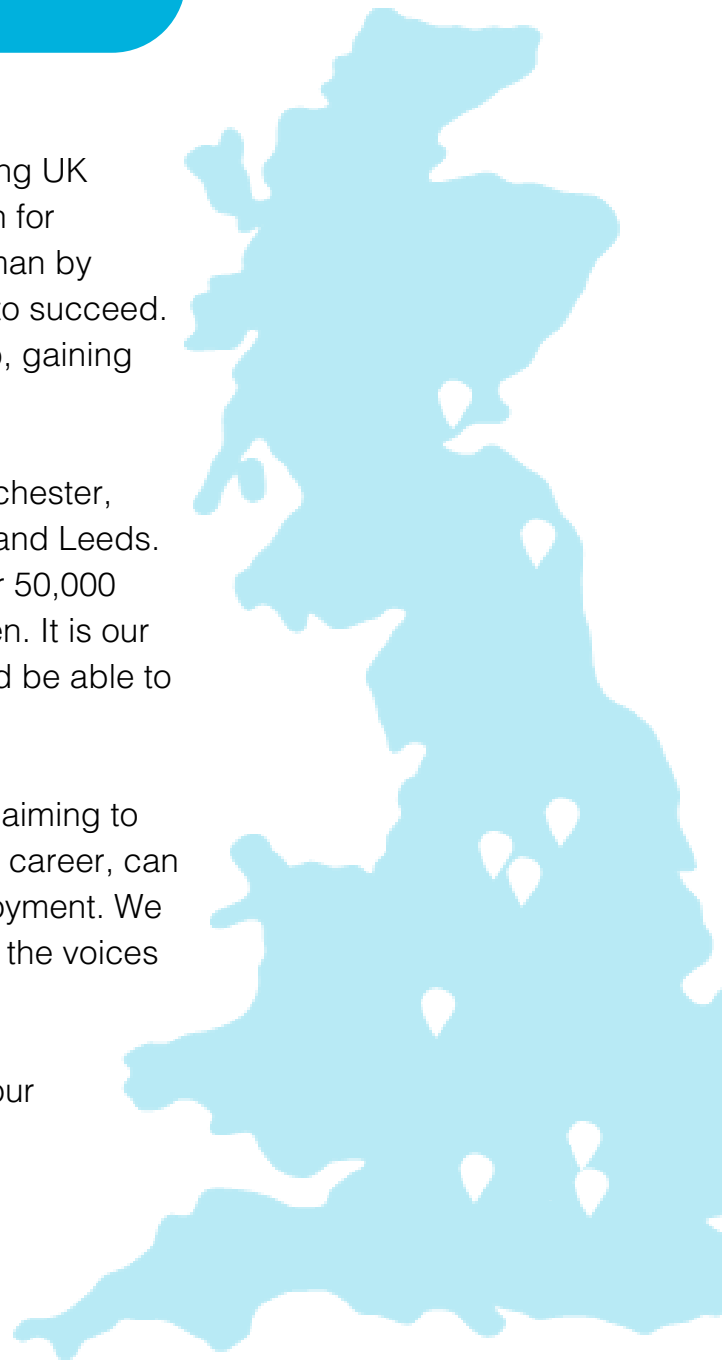
ABOUT SMART WORKS

Smart Works is a dynamic, high profile and fast-growing UK charity that dresses and coaches unemployed women for success at their job interview. We empower each woman by giving her the clothes and the confidence she needs to succeed. After visiting Smart Works, 68% of clients secure a job, gaining financial independence and transforming their lives.

The Smart Works service is delivered in London, Manchester, Edinburgh, Birmingham, Newcastle, Reading, Bristol and Leeds. Over the past ten years, Smart Works has helped over 50,000 women, and last year alone we reached 10,600 women. It is our mission that any woman who needs our service should be able to find her way to a Smart Works centre.

In 2025 we launched our new 5-year strategy- we are aiming to build a future where every woman, at any stage of her career, can access trusted, personalised support to secure employment. We aspire to be local in feel, national in reach, shaped by the voices of women, valuing every story and every success.

More information about who we are can be found on our Smart Works website.





ABOUT THE ROLE

This is an exciting role that will support the successful growth and delivery of the Smart Works Pop Up Shops and sales, other fundraising events including the Smart Works Carol Concert and the Community Fundraising programme.

The candidate will work closely with the Head of Events, Community & Retail Activations, the Wardrobe team and wider Partnerships team to deliver exceptional events, raise vital funds and secure stock for fundraising.

An ability to work under pressure, deliver to tight deadlines, juggle conflicting priorities and exceed set targets will be key.

The role would be based in the London centres, and there will be occasional evening and weekend work as the role holder will provide key events support.



DUTIES AND RESPONSIBILITIES

Reporting to the Head of Events, Community & Retail Activations, the successful candidate will lead and support a range of activities, including:

Events

- Lead on and/or work closely with the Head of Events, Community & Retail Activations and Head of Wardrobe to deliver Smart Works Fashion Sales, managing the project from planning to execution and ensuring income targets are met.
- Lead on and/or work closely with the Head of Events, Community & Retail Activations and Head of Wardrobe to deliver and grow the pop-up shop model, delivering multiple shops annually.
- Build positive relationships with external partners, effectively stewarding them and ensuring continued support and engagement.
- Lead on and/or work closely with the Head of Events, Community & Retail Activations to deliver the annual Carol Concert and other Smart Works events.
- Work closely with Head of Events, Community & Retail Activations and the Retail Partnerships Manager to secure stock donations for Fashion Sales & Pop-Up Shops, managing a portfolio of brand & retail partners
- Recruit and manage Smart Works and Corporate Volunteers to support Fashion Sales & Pop-Up Shops

Community

- Oversee the management of the sporting challenges calendar (including recruiting participants and stewarding them to reach fundraising targets).
- Support Regional Centres in maximising Community Fundraising opportunities (i.e. filling places in sporting challenges in their regional area).
- Lead on and/or work closely with other colleagues to research the opportunities for fundraising through community events.

General

- Proactively resolve any challenges that arise, including managing difficult stakeholders or encountering unforeseen logistical issues, with a solutions-focused attitude and collaborative style
- Building strong working relationships across the Smart Works community (staff and volunteers), collaborating effectively to ensure impactful results.
- Manage a varied workload and high volume inbox.
- Ensure planning documents, budgets, database records are up to date and work closely with colleagues in the Finance team on income and expenditure for various events.
- Ad hoc support for the wider Partnerships team and other activities.



SKILLS, KNOWLEDGE & PERSONAL ATTRIBUTES

Essential Criteria

- Demonstrable experience of event management and delivery, ideally in a fundraising or luxury/high-value capacity.
- Experience of contributing to income-generating retail activities.
- Strong interpersonal, verbal communication and presentation skills, to foster strong relationships with brands and individuals alike.
- Proactive, ambitious team player, able to work from own initiative.
- Excellent organisational, budgeting and time management capabilities, demonstrating an ability to prioritise and work to deadlines.
- Ability to work at pace with excellent attention to detail.
- Passionate and enthusiastic about the mission and vision of Smart Works

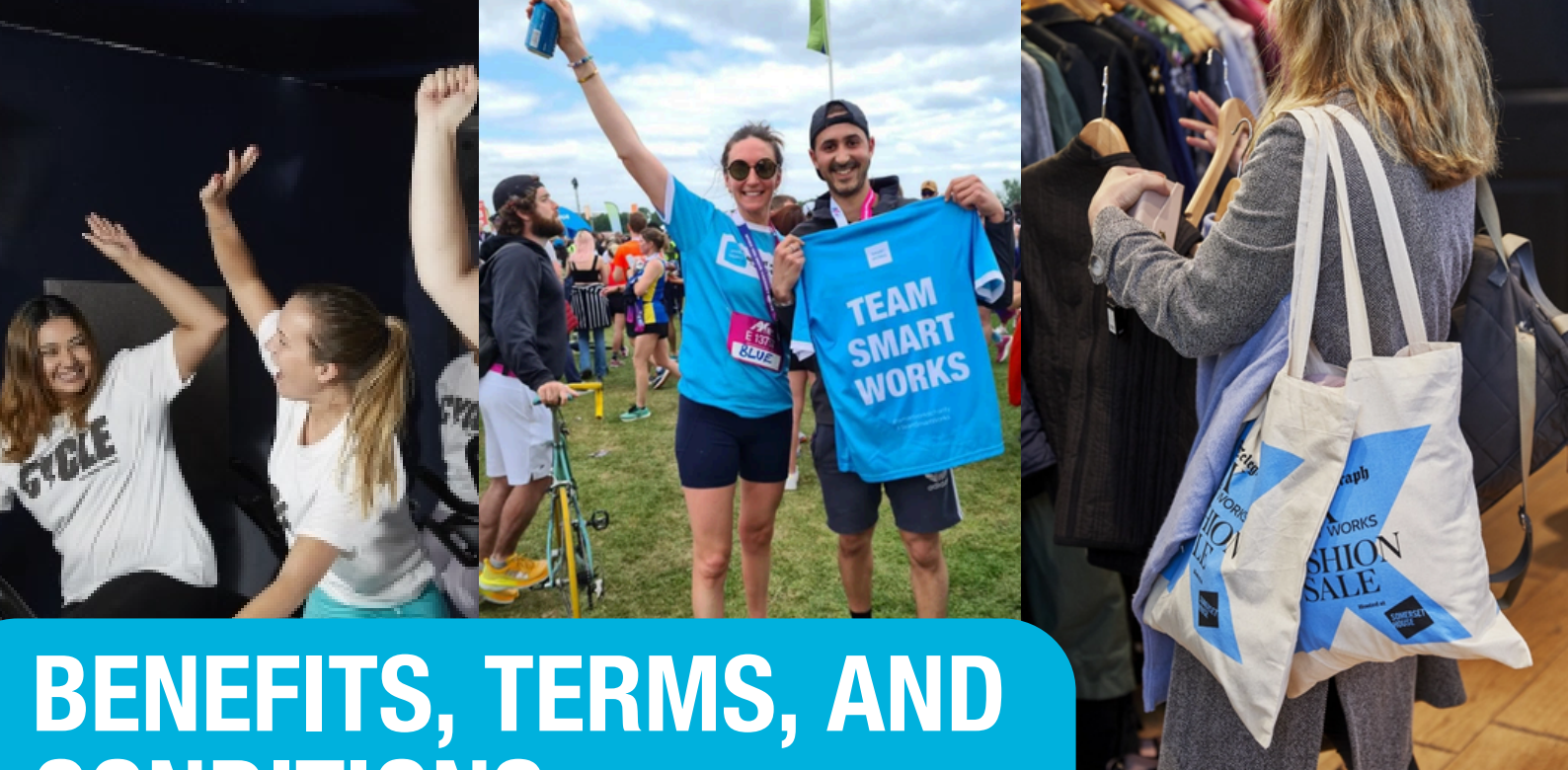
Desirable Criteria

- A background in fashion, retail or PR.
- Experience working with VIPs or influencers.
- Understanding of Community Fundraising and experience in stewarding individuals to exceed fundraising targets.
- An understanding of the charity fundraising landscape, and its current challenges, opportunities and trends.

General duties of a Smart Works staff member

- Represent Smart Works entrepreneurial drive and focus on tangible outcomes, helping to deliver big results from a small staff team.
- Work collaboratively and cooperatively with all team members and take an active part in staff meetings and discussions.
- Adhere to our policies and procedures and be an ambassador for our charity.
- Play your part in ensuring that each woman who comes through our door is treated with respect and empathy

We promote equality, diversity and inclusion in our workplace and make recruitment decisions by matching Smart Works needs with the skills and experience of candidates. These decisions are made irrespective of age, race (including colour, nationality, ethnicity and national origin), disability (including hidden disabilities), sex, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, religion or belief, and sexual orientation. We are keen to encourage a diverse range of perspectives, skills, experience and knowledge within Smart Works Charity.



BENEFITS, TERMS, AND CONDITIONS

- Salary of £34,000-£38,000 depending on experience.
 - Permanent, Full-time role, Monday to Friday, but we are open to part time with a minimum of 32 hours. Smart Works Charity operates a hybrid working approach guided by our Day-to-Day Working Policy. Our standard working week is 40 hours, with flexibility around start and finish times, provided our core hours of 10am to 4pm are covered.
 - Based in London but with hybrid working in agreement with the line manager. For most roles, we ask staff to work at least three days a week in the office (pro-rata for part-time roles), including at least one Monday or Friday, with the remaining days from home. There will be occasional evening and weekend work for this role with TOIL provided.
 - Reporting to the Head of Events, Community & Retail Activations.
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- 25 days annual leave, plus bank holidays and additional discretionary leave between Christmas and New Year
 - Healthcare cashback plan via Simply Health including money back on eyecare, dental care, prescriptions, diagnostics and more
 - Option to add a partner for a cost and up to 4 children for free
 - 24/7 wellbeing phonenumber and free face-to-face counselling on referral
 - 3% Employer Pension Contribution, 5% Employee Contribution.
 - Enhanced maternity/paternity pay after 1 years service
 - Other enhanced compassionate and family leave policies to support colleagues
 - VIP access at some Smart Works sales, events and pop-up shops.
 - Positive working environment with investment in training and progression.
 - All successful applicants must provide references and complete a satisfactory Basic DBS and Right to Work check.



HOW TO APPLY

Please submit a CV and a cover letter (no longer than two pages) by **9am on Tuesday 14th July 2026**. Your application should be addressed to Jennie Macklin.

INTERVIEWS

1st round interviews will take place in the week commencing 20th July and will be virtual. If you are unable to attend a virtual interview for any reason, please let us know by contacting recruitment@smartworks.org.uk to discuss another arrangement.

2nd round interviews will take place in the week commencing 27th July and will be in person in our North London centre.

ADJUSTMENTS

If you require any reasonable adjustments or alterations for the application and recruitment processes, please contact recruitment@smartworks.org.uk.

Smart Works is committed to best practice employment practices, including reducing the burden for those seeking work. Smart Works will therefore reimburse reasonable costs of travel to interviews if required.

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](#)).