

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

**SMART  
WORKS**

## **SMART WORKS CHARITY**

### **Head of Events & Community Fundraising**

Salary: £45,000-£55,000 depending on experience.

Contract: Permanent.

Working pattern: Full time, 9am-5pm but open to flexible working.

Location: London with hybrid working possible.

Closing date: 5pm on Sunday 24th November.

# 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, 63% of clients secure a job within a month.

The Smart Works service is delivered in London, Manchester, Stockport, Glasgow, Edinburgh, Birmingham, Newcastle, Reading and Leeds. Over the past eleven years, Smart Works has helped over 40,000 women. It is our mission that any woman who needs our service should be able to find her way to a Smart Works centre.

In April 2022, Smart Works launched a Three-Year Plan that will see the charity double the number of women helped annually from 5,000 to 10,000 women a year. We are on track to achieve this by expanding the reach of our existing centres and opening new centres in areas of need including Bristol; set to open in early 2025.



More information about who we are can be found on our [website](#).



# ABOUT THE ROLE

This is an exciting role that will lead the successful growth and delivery of the Smart Works events and community fundraising programme. Managing the Events Manager, Community Fundraising Manager and Retail Relationship Manager, you will work closely with the Partnerships Team to deliver exceptional events, raise vital funds and secure stock for clients and fundraising.

The successful candidate will be responsible for developing and implementing a robust Events and Community Fundraising strategy, to generate £800k+ of in-year income, and bolster future financial and community engagement opportunities. The candidate will also work closely with the Head of Wardrobe, growing partnerships with retail brands which support Smart Works' activities.

We seek an excellent events manager, with experience in delivering end-to-end events, as well as demonstrable experience of fundraising through challenge events and regional community fundraising. An ability to juggle conflicting priorities and exceed set targets will be key.



Smart Works has a collaborative environment, with dynamic teams and ambitious plans. It is also a rewarding place to work and a lot of fun, with valuable opportunities to attend nationwide fundraising activities, expert leadership panel discussions, fashion sales and exclusive events.

The Partnerships team is based in London. This is a hybrid role, with time split across all 3 of our London sites in Islington, Ladbroke Grove and Croydon. Some evening and weekend work is required.

If you are a dynamic, proactive self-starter, with a sense of urgency and exceptional organisational skills, then this could be the ideal opportunity for you. We would love to hear from you.

# DUTIES AND RESPONSIBILITIES

Reporting into the Director of Partnerships, the successful candidate will:

- Manage a busy events programme, leading the events and community fundraising strategy and maintaining the high standard of activities delivered.
- Deliver best in class events which exceed fundraising targets and garner positive recognition across the sector.
- Deliver a year-round community fundraising programme, including maximising sporting challenge events, achieving 6-figure income from our mass participation walking event, and continue to grow engagement with schools and university partners.
- Effectively engage existing and new supporters with expert relationship management across a significant portfolio of hundreds of stakeholders.
- Proactively resolve any challenges that arise, including managing difficult stakeholders or encountering unforeseen logistical issues, with a solutions-focused attitude and collaborative style.
- Investigate and generate new event concepts through outreach and networking, responding to the external trends and opportunities, resulting in income growth.
- Work at pace, manage a varied workload and high-volume inbox, with excellent organisation skills, attention to detail and prioritisation.
- Represent Smart Works to a diverse range of stakeholders and audiences.
- Support Smart Works' local centres across the UK and share learnings and guidance to help ensure all fundraising events are successful.
- Effectively line manage the Events Manager, Community Fundraising Manager and Retail Relationship Manager, overseeing projects and ensuring activities meet objectives.
- Support the Director of Communications and Marketing in Ambassador engagement and recruitment.



# SKILLS, KNOWLEDGE, AND PERSONAL ATTRIBUTES

## Essential Criteria

- A track record of delivering end-to-end events that have raised at least 6-figures
- Demonstrable experience of raising income from community fundraising, sporting challenges and mass participation events
- Experience of innovating new community products, exceeding targets and increasing supporter engagement
- Strong attention to detail
- Interpersonal verbal communication and presentation skills, to foster strong relationships with brands and individuals alike
- Experience of managing a team towards growth, ensuring the best outcomes for the individuals and the organisation
- A track record of stewarding senior stakeholders and delivering exceptional relationship management across multiple levels, towards a common shared goal
- Demonstrable experience of influencing and negotiating with difficult external audiences
- Target driven with excellent organisation and time management capabilities, demonstrating an ability to prioritise and work to deadlines
- Proactive, ambitious team player, able to work from own initiative
- Passionate and enthusiastic about the mission and vision of Smart Works

## Desirable Criteria

- An understanding of the charity fundraising landscape, and its current challenges, opportunities and trends
- Experience of working with established brands and well-known individuals

## General duties of a Smart Works staff member

- 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 particularly welcome applications from black, Asian and minority ethnic candidates, disabled candidates, and candidates with lived experience of female unemployment as we would like to increase the representation of these groups at Smart Works.

Smart Works promotes equity, diversity, and inclusion in our workplace. We make employment decisions by matching the Charity's needs with the skills and experience of candidates. These decisions are made irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation.

# BENEFITS, TERMS, AND CONDITIONS

- Salary of £45,000 - £55,000 depending on experience.
- Permanent, full-time role, Monday-Friday with typical working hours 9 am -5 pm in line with centre opening hours but happy to discuss flexible working.
- Reporting to the Director of Partnerships.
- Based in London but with hybrid working in agreement with the line manager.
- 25 days annual leave, plus bank holidays and additional discretionary leave between Christmas and New Year.
- Positive working environment with investment in training and progression.
- VIP access at Smart Works sales, events and pop-up shops.
- 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 which answers the following questions by **5pm on Sunday 24th November**. Your application should be addressed to Hannah Sanders, Director of Partnerships.

- How is Smart Works an effective cause with which to raise money from events and community fundraising? (Max 400 words)
- What experiences and skills do you have that make you well suited for this role? (Max 400 words)
- What are the key components to successfully delivering a programme of events? (Max 400 words)

First round interviews will take place online on 29th November or 2nd December and second round interviews will take place in person in London on 9th December.

**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).**

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](#)).