

Fashion
AS A FORCE
for good

SMART
WORKS

SMART WORKS CHARITY

Head of Events, Community & Retail Activations

Salary: £36,000-£44,000 (FTE £45,000-£55,000)

Contract: Permanent

Working pattern: Part time (32 hours per week), open to flexible working.

Location: London with hybrid working possible.

Closing date: 12pm on Monday 4th May 2026



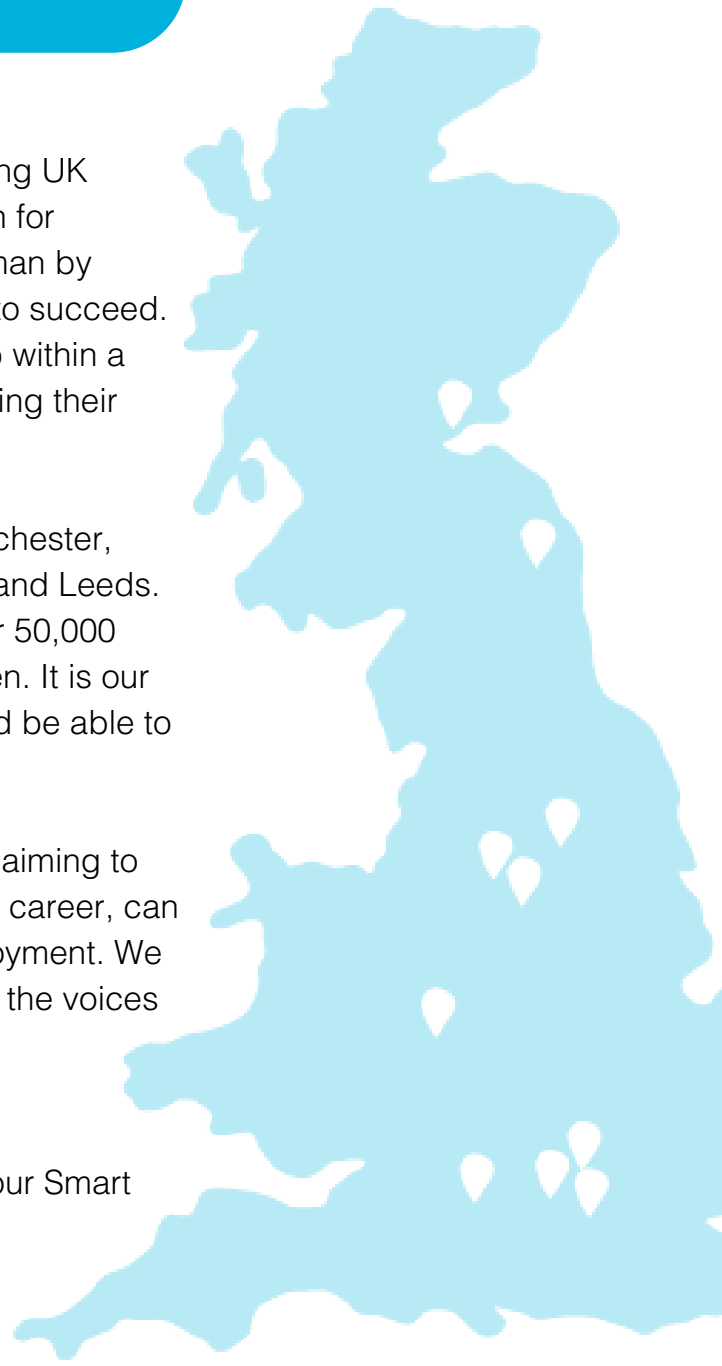
ABOUT SMART WORKS

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 within a month, 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 lead the successful growth and delivery of the Smart Works Pop Up Shops and sales, other fundraising events and the community fundraising programme. Managing the Events and Community Manager(s), you will work closely with the Wardrobe and wider 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 strategy of Pop up shops and Sales, Events and Community Fundraising, 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 and Retail Partnerships Manager, growing partnerships with retail brands which support Smart Works' activities.

We seek a Head with experience in delivering end-to-end events, as well as demonstrable experience of fundraising through retail activations. 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.

Smart Works Group is part of Smart Works Charity, and there will be some travel and liaison with the HQ team/centres across the U.K. and liaison with our regional teams to support the delivery of events outside London.

The successful candidate will build strong working relations with our staff team, Chair and Board of Trustees as well as the team at Smart Works HQ/teams across Smart Works centres in the U.K. We are a community that shares a passion to empower women to thrive in work and life, determined to meet our aim of helping as many women as we can back into work.



DUTIES AND RESPONSIBILITIES

Reporting to the Director of Partnerships, the successful candidate will lead a range of activities, including:

Pop Up Shops / Retail

- Lead on the delivery of short-term pop-up fashion sales, finding new venues and managing each activation from planning to execution, to ensure income targets are met.
- Review the pop-up shop model and look for alternative venues to deliver longer term, brand building opportunities
- Work closely with the Wardrobe team and Retail Partnerships Manager, to ensure the volume and type of stock is appropriate and available for each sale
- Build positive relationships with new and existing external partners, effectively stewarding them and ensuring continued support and engagement.

Events

- Lead on, or oversee the delivery of, the annual Carol Concert ensuring that the offer evolves and income is increased year on year
- Investigate and generate new event concepts through outreach and networking, responding to external trends and opportunities resulting in income growth.

Community

- Oversee the delivery of the annual mass fundraising event – Step Up for Smart Works. Working closely with colleagues and ensuring the involvement of regional centres.
- Deliver the sporting challenge calendar and advise on opportunities to grow this income stream.

General

- Lead the development and delivery of an Events and Community Strategy, ensuring there is a steady stream of activities and income throughout the year.
- Effectively manage the Events and Community Manager(s), overseeing projects and ensuring activities meet objectives.
- Deputise for the Director of Partnerships at internal and external events as and when required
- Support the Director of Comms and Marketing in Ambassador engagement and recruitment
- Proactively resolve any challenges that arise, including managing difficult stakeholders or encountering unforeseen logistical issues, with a solutions-focused attitude and collaborative style.



SKILLS, KNOWLEDGE & PERSONAL ATTRIBUTES

Essential Criteria

- Significant experience of raising income from retail events such as shops and sales
- Experience of working with established brands and well-known individuals
- A track record of delivering end-to-end events that have raised significant sums of money (6-figures).
- Experience of innovating new ideas and fundraising products, to keep the offer fresh and supporters engaged
- Experience of raising income from community fundraising, sporting challenges and mass participation events
- 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
- Proactive, ambitious team player, able to work from own initiative

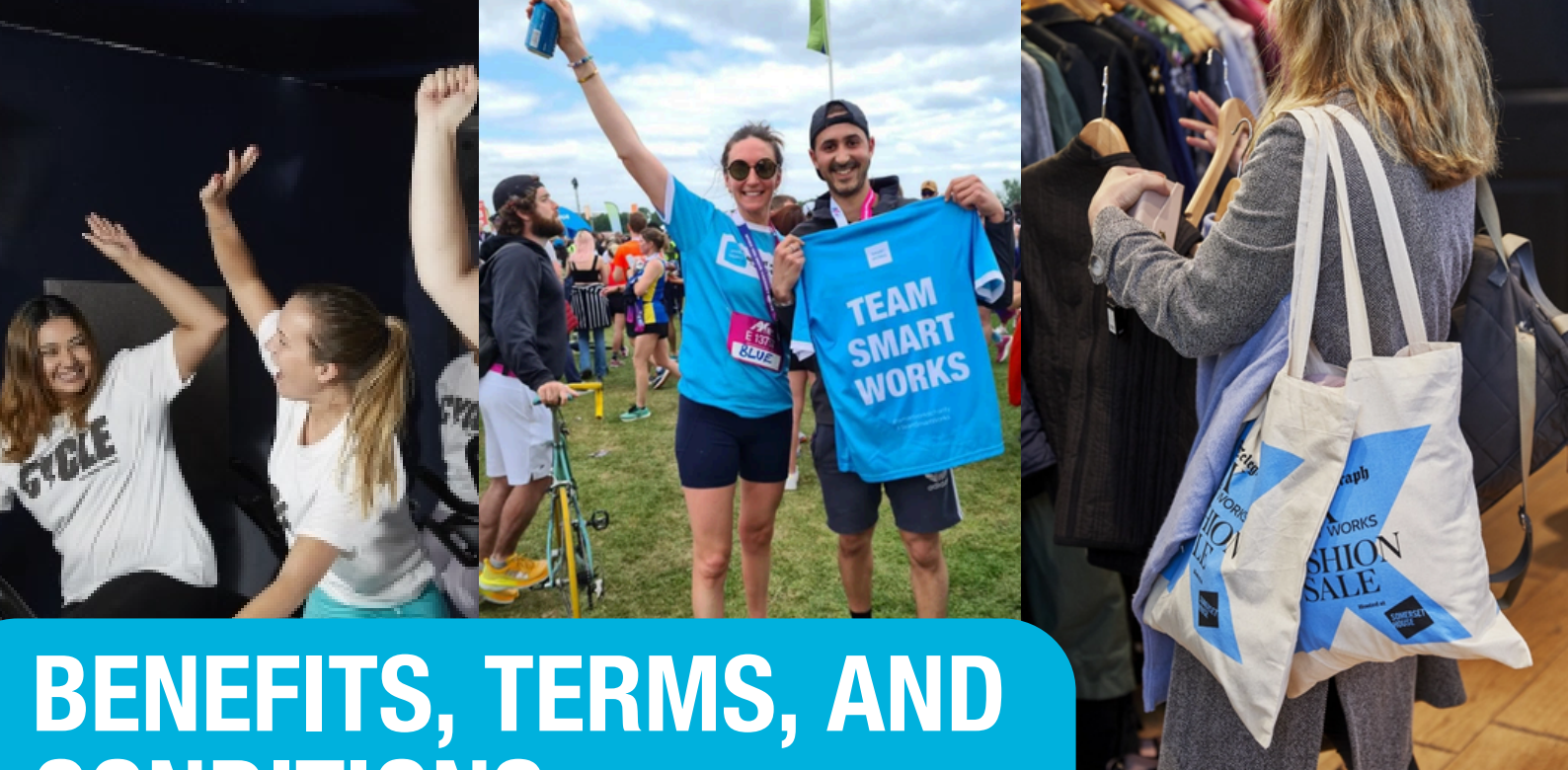
Desirable Criteria

- Target driven with excellent organizational, budgeting and time management capabilities, demonstrating an ability to prioritise and work to deadlines
- Passionate and enthusiastic about the mission and vision of Smart Works
- Strong interpersonal, verbal communication and presentation skills, to foster strong relationships with brands and individuals alike
- An understanding of the charity fundraising landscape, and its current challenges, opportunities and trends

General duties of a Smart Works staff member

- Represent the Charity's 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 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.



BENEFITS, TERMS, AND CONDITIONS



- Salary of £36,000-£44,000 dependent on experience (FTE £45,000-£55,000)
- Permanent.
- Part-time role, 32 hours per week. 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 OR Full-time role, Monday to Friday.
- 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.
- Reporting to the Director of Partnerships.

- 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 by **12pm on Monday 4th May.**

INTERVIEWS

1st round interviews will take place on Monday 18th or Tuesday 19th May 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 on Tuesday 2nd or Wednesday 3rd June and will be in person at Smart Works 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](#)).