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SMART
WORKS

SMART WORKS CHARITY

PR and Communications Manager

Salary: £29,000-£34,000

Contract: Permanent

Working pattern: Full time, 9am-5pm

Location: London with hybrid working possible - minimum 3 days a week in the office

Closing date: Midday on 6th December with Interviews on 10th and 11th December

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

We are seeking a PR and Communications Manager to join our ambitious team. We know that incredible work goes on behind the scenes at Smart Works, and that what we do meaningfully helps to change the lives of thousands of women every year.

But we need you to help us shout from the rooftops about our service and impact, actively seeking media opportunities and press coverage, to increase our public profile. Your work will make a real difference – spreading the Smart Works message not only to the women we exist to support, but fundraisers, referral partners, volunteers and the public too.

DUTIES AND RESPONSIBILITIES

1. You will amplify and lead existing integrated campaigns, including the Smart Works Unemployment Index, International Women's Day and International Day of the Girl. With the support of the Digital Marketing Manager, Graphic Design Manager and Digital Communications Manager, you'll ensure our campaigns are widely noticed and talked about, in the press, online and local community.
2. You will develop and manage media opportunities (proactive and reactive), including owning our press office, writing and distributing press releases, building relationships with journalists, tracking coverage, and briefing spokespeople.
3. You will lead and develop our Client Champions programme and case studies, ensuring the client remains central to the charity's external voice, proactively seeking opportunities to tell their stories to encourage support/donations from external communities, and managing any nationwide communication moments/events.
4. You will support our engagement with Patrons and Ambassadors, managing relationships where appropriate and seeking new advocates who can authentically help tell our story, to reach more people.
5. You will lead the coordination of our internal communications calendar and reporting, working with internal stakeholders across Partnerships, Operations and our local centres to ensure that key moments are recognised, with support at a national level where appropriate.
6. You will support with other team tasks, such as social media scheduling and content creation.

If you have a solid understanding and experience of PR and campaign work, this is an incredible opportunity to use your expertise to change women's lives.

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 Digital Marketing Manager, Digital Communications Manager and Graphic Design Manager – so you should be used to collaborating with others, in a dynamic environment.

SKILLS, KNOWLEDGE, AND PERSONAL ATTRIBUTES

Essential Criteria:

- Proven experience in a PR, communications, or similar role, ideally within the charity.
- Demonstrable success in securing media coverage, developing and delivering PR plans, managing relationships, and working with ambassadors.
- Outstanding writing, editing and proofreading skills with excellent attention to detail, including when working with limited resource and/or under pressure.
- Ability to craft compelling stories, press releases and pitches.
- Strong relationship-building skills with the ability to engage and influence stakeholders at all levels.
- Excellent organisational skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently.
- Both strategic and operational thinker.
- Excellent, proven project management and planning skills.
- Creative and proactive approach to problem-solving.
- Friendly and approachable, can work independently and as part of a team.
- Passionate about the Smart Works mission and our values, with a commitment to our EDI strategy.



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 £29,000-£34,000, depending on experience.
- 25 days annual leave, plus bank holidays.
- Company pension.
- Positive, supportive working environment with opportunities for practical training and progression.
- Free/discounted access at selected Smart Works sales, events and pop-up shops.
- All successful applicants must provide two satisfactory references and complete a Basic DBS check.

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.



HOW TO APPLY

Please use the portal on our website to submit your CV and cover letter by midday on **Friday 6th December**. Your cover letter should address the following questions:

1. Why do you want to work for Smart Works?
2. What specific PR experience and skills do you have that makes you well suited to the role?
3. In your opinion, what is the biggest challenge in the current PR and communications space?

Closing date for applications is midday on Friday 6th December.

Notification of interview

Shortlisted applicants will be notified no later than 5.30pm Friday 6 December

INTERVIEWS

First round interviews will be held virtually on **Tuesday 10 December**. The timings for these are:

- 8.30am – 9.25 am
- 9.30am – 10.25am
- 10.30am – 11.25am
- 11.30am – 12.25pm
- 12.30pm – 1.25pm

Second round interviews will be a chance to meet the team virtually on **Wednesday 11 December**. The timings for these are:

- 8.45am – 9.30am
- 9.30am-10.15am

For the first-round interview, you will be asked to discuss your response to the following:

We want Smart Works to become a household name, and the go-to charity when media want to speak to a charity for comments on women's unemployment. From what you know about our work (including the Smart Works Unemployment Index), how would you go about making this happen in time for International Women's Day in March 2025?

You'll have ten minutes in total (including time for any questions). We're happy to hear this response verbally or you're welcome to put together a short PowerPoint presentation – what we're interested in is how you would approach the hurdle and what steps you would take to reach the end target.

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