

Fashion
AS A FORCE
for good

SMART
WORKS
BIRMINGHAM

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OUTREACH EXECUTIVE

Salary: £27,976

Contract: Permanent

Working pattern: Full time, 9am-5pm

Location: Birmingham and surrounding areas

Closing date: 15th July 2026



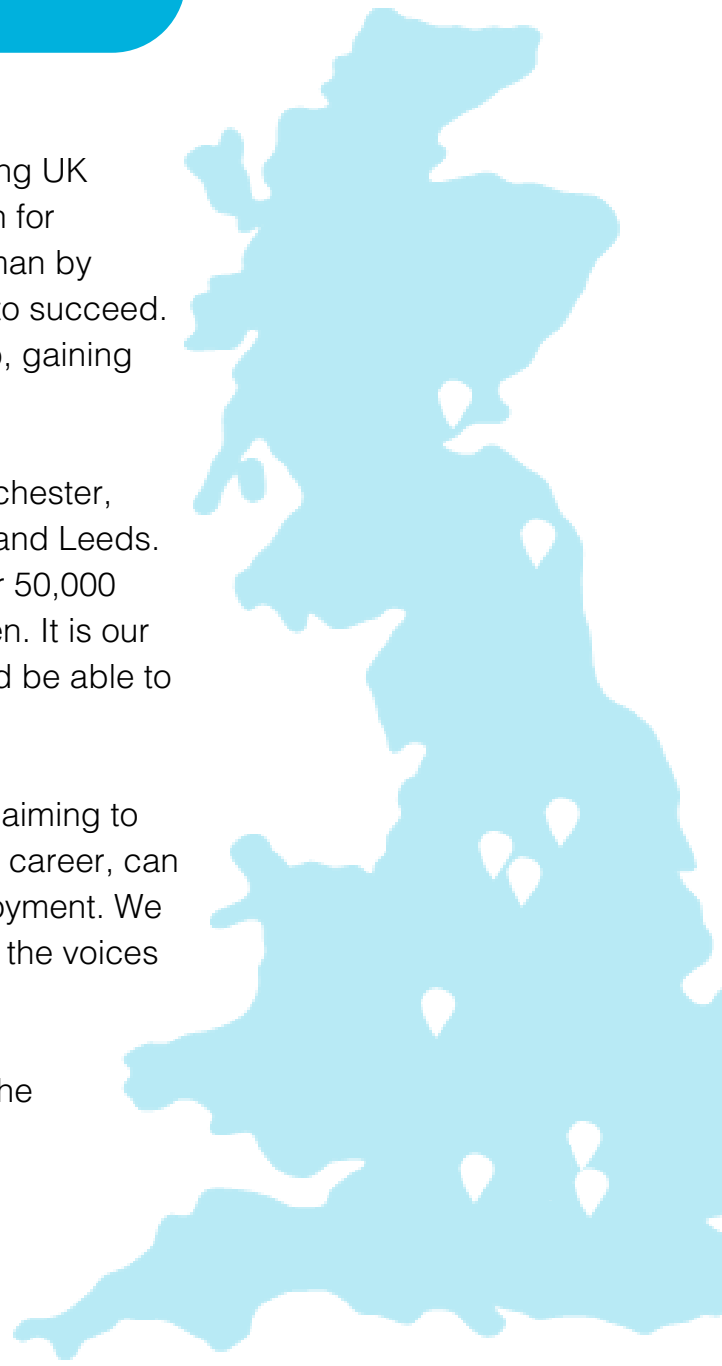
ABOUT SMART WORKS

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 the [Smart Works Birmingham website.](#)





ABOUT THE ROLE

We are looking for a dynamic and enthusiastic Outreach Executive who is passionate about the mission of Smart Works Birmingham and committed to helping more women access the support they need to secure employment.

In this role, you will build and maintain strong relationships with referral partners across Birmingham and the Midlands, increasing awareness of our service and driving referrals. You will represent Smart Works Birmingham at community events, job fairs, networking opportunities, and stakeholder meetings, acting as a representative for the charity and identifying opportunities for partnership working.

A key part of the role will be supporting the delivery of our Empowering Diverse Communities projects, working with organisations that support women facing additional barriers to employment, including young women, women from minority ethnic communities, women with disabilities and women with offending backgrounds. Through targeted outreach and partnership development, you will help ensure that more women from underrepresented communities can access our service and achieve their career goals.

Working closely with the wider team, you will play an important role in delivering our strategic objectives and helping us expand our reach and impact across the region.



DUTIES AND RESPONSIBILITIES

Reporting to Head of Centre, the successful candidate will lead a range of activities, including:

- Supporting on various outreach activities with a range of referral partners across the West Midlands, which will include attending a variety of job fairs and client facing events.
- Engaging with current and new referral partners
- Supporting with referral partner and client communications and associated administrative tasks
- Supporting the smooth running of the Birmingham centre, leading on service delivery when required such as by answering calls and booking appointments.
- Maintaining an up to date and accurate client and referral partner data base
- Supporting the Centre Manager on outreach initiatives and ideas, with some liaison with fellow Outreach roles across Smart Works centres.
- Attend all job fairs and calendar of events set by Centre Manager your
- Engagement in your responsibilities as specified above, resulting in Smart Works Birmingham meeting its annual targets of women we aim to help each year
- Making follow up calls with clients promptly to meet feedback targets
- The successful candidate will build strong working relations with our staff team and referral partners, as well as the 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



SKILLS, KNOWLEDGE & PERSONAL ATTRIBUTES

Essential

- Friendly and able to engage with a variety of stakeholders.
- A good team player with a strong work ethic
- Able to make decisions independently.
- A confident IT user, with excellent understanding of Microsoft packages including Word, Outlook, and Excel.
- Confident using social media platforms such as LinkedIn and Instagram
- Excellent verbal and written communication skills.
- Good organisational and time-management skills.
- Ability to manage multiple priorities and work independently.
- Understanding of barriers women face when seeking employment.
- Professional and able to represent Smart Works Birmingham positively.
- Empathetic, approachable and non-judgemental.
- Awareness of safeguarding and professional boundaries.

Desirable

- Experience working in a customer service, receptionist or administration role previously would be advantageous
- Experience of public speaking or delivering presentations.
- Strong relationship-building and networking skills.
- Experience of partnership development across multiple sectors.
- Experience of event planning and coordination.
- Experience using CRM systems
- Experience of volunteer coordination.
- Previous experience working in the charity or community sector.
- Knowledge of local community organisations and referral networks.
- Experience of working within a women-centred service.
- Lived experience that brings insight into the challenges faced by Smart Works clients.
- Knowledge of the charity sector and employability support services.
- Knowledge of the Birmingham and West Midlands employment landscape.

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

BENEFITS, TERMS, AND CONDITIONS



- Salary of £27,976
 - Permanent role
 - Full-time role, Monday to Friday 9am-5pm
 - Based in our office in Digbeth, Birmingham with frequent travel around the surrounding areas
 - Reporting to the Head of Centre
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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.



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.



HOW TO APPLY

Please submit a CV and answer the following questions by **9am on Wednesday 15th July** You will be prompted to answer the questions within our online portal.

1. Why do you want to work for Smart Works Birmingham? (max 200 words)
2. What impact do you think you could have in this role? (max 200 words)
3. Why do you think it is so important that Smart Works has a presence in Birmingham? (max 200 words)

INTERVIEWS

The interview dates are still to be confirmed following the closure of the job ad. Candidates will be informed of the dates in advance.

The first round interview will take place virtually and consist of competency based questions.

The second round interview will take place in our Birmingham centre and consist of further questions and a short task.

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](#)).