



SMART  
WORKS

## SMART WORKS CHARITY

### PRESS & PR OFFICER

Salary: £35,000 FTE

Contract: Permanent

Working pattern: 28 hours per week (3.5 days) with flexibility on days worked

Location: London (Hybrid) with a minimum 2 days working in the office

Closing date: 5pm on Monday 5<sup>th</sup> October



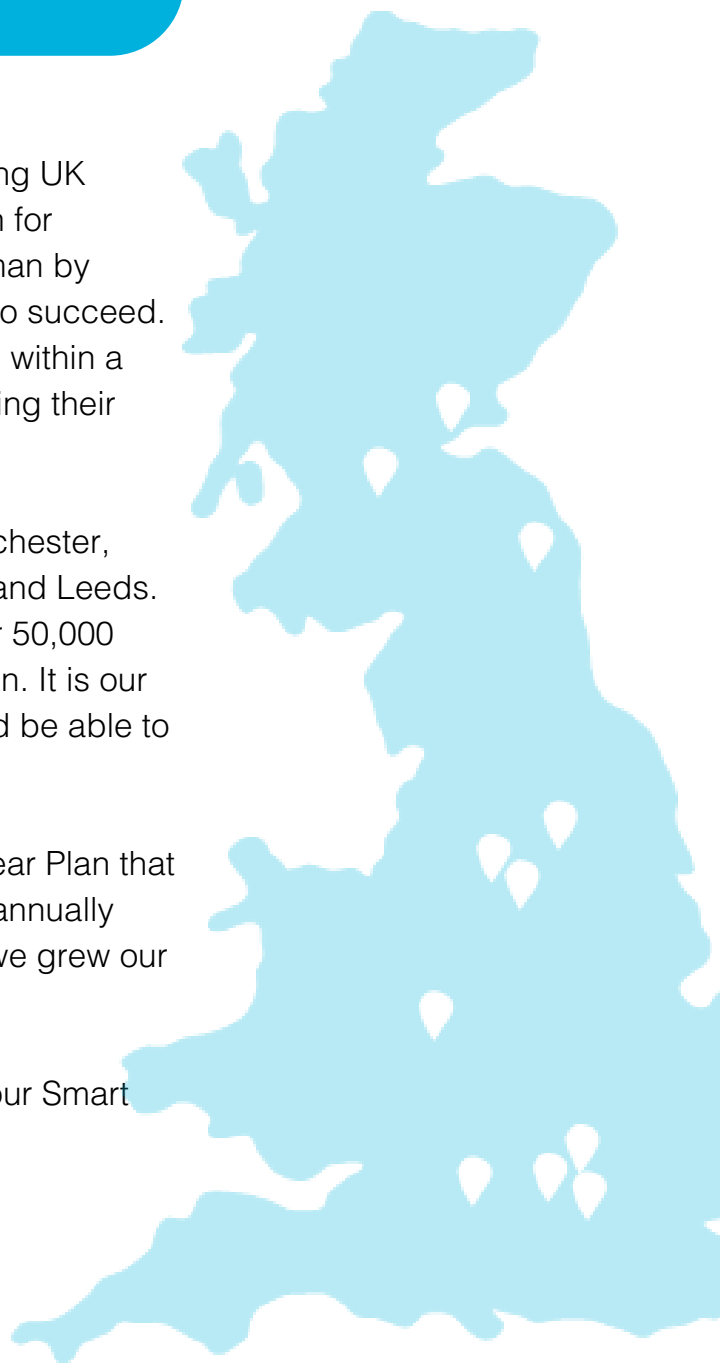
# ABOUT SMART WORKS

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, 67% 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 March 2025, Smart Works completed their Three-Year Plan that saw the charity double the number of women helped annually from 5,000 to 10,000 women a year. To achieve this, we grew our existing centres and opened a new centre.

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



# ABOUT THE ROLE

We are seeking a Press & PR Officer to join our ambitious team.

We know that incredible work takes place across our organisation every day, and that our services have a meaningful impact on the people and communities we support. We need someone who can ensure those stories, achievements and insights reach the audiences that matter most.

This role is focused on leading the day-to-day delivery of our press office function and generating impactful media coverage that supports our organisational objectives. Working closely with the Director of Communications and Marketing, you will drive proactive and reactive media relations activity, identify opportunities for coverage, build strong journalist relationships and deliver PR activity that supports income generating initiatives, organisational priorities and our profile as a leading voice as a women's employability charity.

The role combines hands-on press office delivery with responsibility for developing PR proposals and media approaches for specific campaigns, fundraising initiatives and organisational projects. Strategic communications direction, organisational thought leadership strategy and reputation management remain the responsibility of the Director of Communications and Marketing.

Your work will help raise awareness of our impact, support income generation and strengthen our reputation with supporters, partners, policymakers and the wider public.

The successful candidate will report to the Director of Communications and Marketing and will work collaboratively with colleagues across the organisation to maximise media opportunities and ensure our external profile continues to grow.

This role is primarily focused on press office establishment and management, media relations and PR delivery. There may be instances where the post holder will be involved in supporting storytelling on our owned channels and with our corporate partners, especially if there is an intersection with media stakeholders.

Whilst this role is part-time, as is the nature of news, media relations activity may not always fall within standard working hours. On occasion, urgent media enquiries may arise outside normal working hours and the postholder will be expected to provide reasonable support alongside the Director of Communications and Marketing.

The role will also occasionally require attendance at events, launches, media opportunities outside contracted working hours. Where additional hours are worked and agreed in advance, time off in lieu (TOIL) will be provided in accordance with organisational policy.

# DUTIES AND RESPONSIBILITIES

- 1 You will establish and manage our press office function, to optimise our ability to be proactive and responsive to evolving news agendas, and leverage media relations activity.**

This will include owning day-to-day media enquiries, establishing and maintaining an up to date and relevant media database to include fashion/shopping and social affairs contacts, drafting media statements and handling inbound enquiries, drafting press releases and statements, developing a pipeline of proactive media stories and identifying opportunities for media engagement and ensuring journalists receive timely and accurate information.

- 2 You will develop and maintain strong relationships with national, regional, trade and sector media.**

You will proactively pitch stories, build an effective media contact network especially within fashion/shopping and social affairs landscapes, identify opportunities for coverage and work to increase the quality and quantity of earned media coverage secured on behalf of Smart Works

- 3 You will develop and deliver PR approaches that support fundraising campaigns, organisational priorities and key initiatives.**

Working closely with colleagues across the organisation, you will identify newsworthy opportunities, develop campaign-specific PR proposals, recommend media approaches, create compelling media angles and deliver PR activity that helps achieve campaign objectives.

You will take ownership of planning and executing PR activity for individual projects and campaigns, while working within the wider communications priorities agreed with the Director of Communications and Marketing.

- 4 You will support the delivery of thought leadership activity and profile-raising opportunities.**

Working with the Director of Communications and Marketing, you will identify opportunities for comment, interviews, opinion pieces and media appearances that position the organisation as a trusted voice within its field.

- 5 You will monitor the news agenda, sector developments and emerging opportunities.**

You will identify relevant conversations where the organisation can contribute expert insight, helping to keep the organisation visible and engaged in issues connected to our mission and strategic priorities.

- 6 You will evaluate and report on media activity and PR performance.**

You will monitor media coverage, maintain accurate records of PR activity, provide regular reporting and analyse outcomes to help improve future media engagement and campaign performance. If you have a strong understanding of media relations, excellent writing skills and a passion for using PR to drive meaningful impact, this is an exciting opportunity to help raise the profile of our organisation and support our long-term ambitions.



# SKILLS, KNOWLEDGE & PERSONAL ATTRIBUTES

## Essential

- Proven experience in a press office, public relations or media relations role, ideally with experience in either fashion or social affairs
- Demonstrable success securing media coverage across national, regional, trade or sector media.
- Excellent writing, editing and proofreading skills, with strong attention to detail.
- Experience writing press releases, media briefings, statements and journalist pitches.
- Strong understanding of the media landscape and how to identify newsworthy opportunities.
- Excellent relationship-building skills with the ability to engage and influence a range of external stakeholders.
- Strong organisational and project management skills.
- Ability to manage multiple priorities and work effectively under pressure.
- Excellent judgement and discretion when handling sensitive information.
- Ability to work independently and take ownership of workload and priorities.
- A proactive and creative approach to identifying media opportunities.
- Passion for our mission and values.

## Desirable

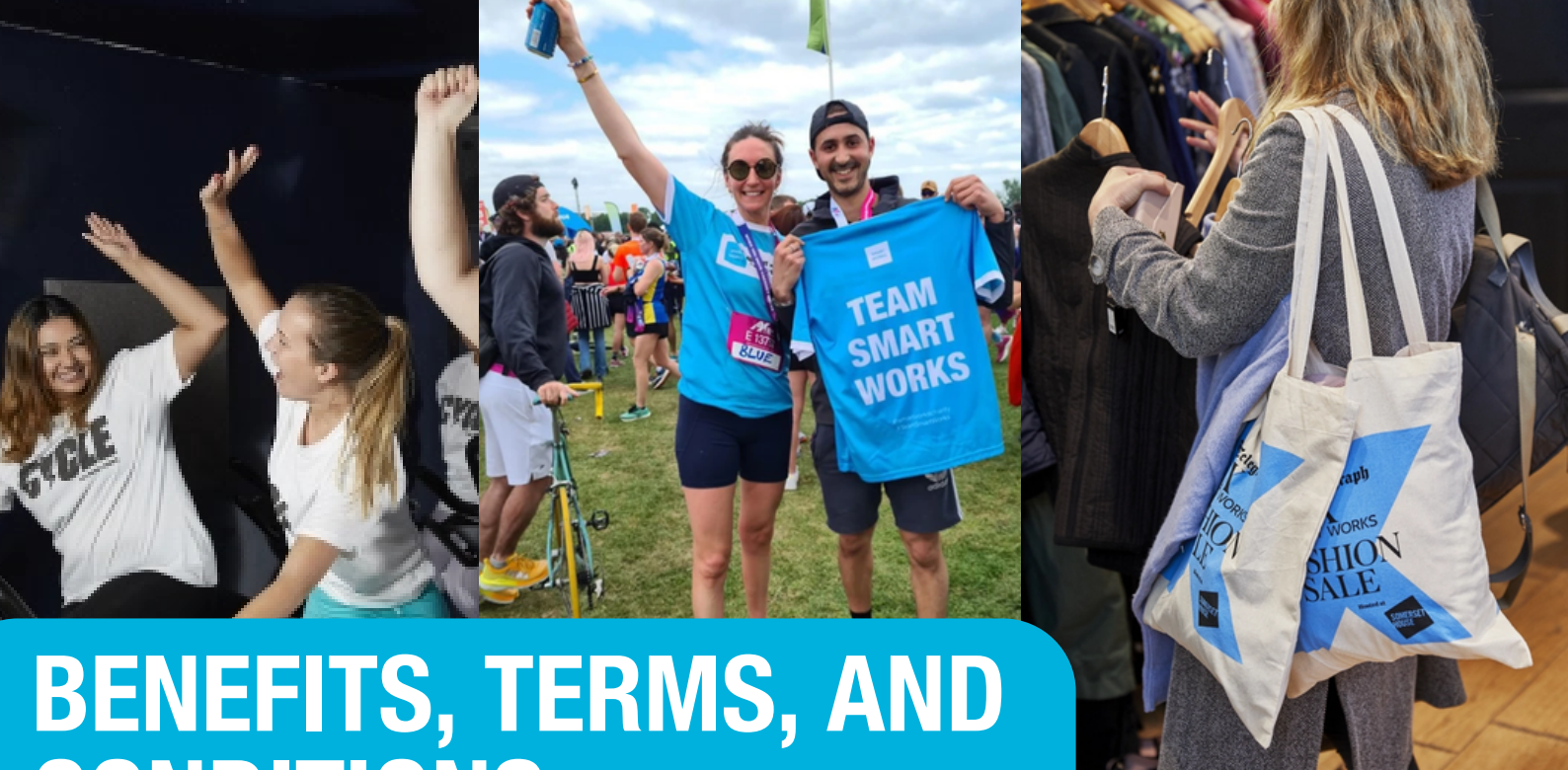
- Experience working within the charity, public or not-for-profit sector.
- Experience supporting fundraising campaigns through PR and media activity.
- Experience working with senior spokespeople and preparing interview briefings.
- Knowledge of issues relevant to our sector and external environment.

## Personal Attributes

- Proactive and self-motivated.
- Strong news sense and curiosity.
- Confident and persuasive communicator.
- Collaborative and approachable.
- Flexible and adaptable.
- Resilient under pressure.
- Results-focused and accountable.
- Committed to promoting the organisation's mission, values and strategic objectives.

## 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



# BENEFITS, TERMS, AND CONDITIONS



- Salary of £35,000 FTE (£24,500 on part time hours)
- Permanent
- 28 hours per week (3.5 days) with flexibility on work pattern.
- 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.
- London based with at least two days a week in the office.
- 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 phoneline 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 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.**





## HOW TO APPLY

Please use our recruitment portal to submit your CV and answer the following questions by **5pm on Monday 5<sup>th</sup> October 2026**.

- In your view, what is the strongest media relations opportunity for Smart Works currently, and why?
- What piece (or pieces) of media coverage are you most proud of securing? Please tell us what the coverage was and the role you played in securing it
- Which media sectors, outlets or journalist audiences have you worked with most extensively, and where are your relationships the strongest?

## INTERVIEWS

1<sup>st</sup> round interviews will take place virtually on Monday 12<sup>th</sup> October.

2<sup>nd</sup> round interviews will take place in London on Monday 19<sup>th</sup> October.

## ADJUSTMENTS

**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](#)).