



SMART
WORKS
NORTH EAST

SMART WORKS NORTH EAST

OUTREACH LEAD

Salary: £23,052.23 (£28,815.28 FTE)

Contract: Permanent

Working pattern: 32 hours, 4 days per week or 40 hours, 5 days per week

Location: North East

Closing date: 9am, Tuesday 27th 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, 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 [website](#).





ABOUT THE ROLE

We are looking for a dynamic, entrepreneurial individual who has a passion for our mission at Smart Works North East to drive referral to the service and delivery on our strategic plan.

Every woman who comes to Smart Works is referred by another organisation or charity. Across the UK over 400 organisations refer women to Smart Works, including job centres, refuges, prisons, work programme providers and other charities. Without our referral partners, Smart Works would not be able to reach women in need and help them to succeed at interview and start a new chapter. Building and nurturing these partnerships is central to our work and success as a charity.

As Outreach Lead, you will be responsible for looking after and developing our important partnerships with our referrers. You will be the face of Smart Works North East in the local community, which in practice means presenting to partners and potential clients, attending job fairs and events, and identifying opportunities of partnership working to encourage referrals.

Working in close collaboration with the rest of the Smart Works North East team, you will take a joined-up approach to implement the outreach strategy in the north east, and manage our network of over 150 referral partners with the aim of doubling the number of women we support. This role would be perfect for someone who loves meeting new people, and able to speak passionately about our service to a range of different audiences.

The role would be based at our Smart Works centre in Newcastle, with frequent off-site attendance of events, meetings and presentations across the region. There may be occasional evening and weekend work as the successful candidate will be part of the wider centre team, helping with networking and key events support. Time Off in Lieu would be given for this work in line with our TOIL policy. As part of the wider service delivery team, you will also play an active role in ensuring our volunteer-powered service is delivered to the highest possible standard in our centres.

Smart Works North East is part of Smart Works Charity, with Smart Works centres across the UK. There will therefore be some travel and liaison with local centres across the UK and HQ in London, to support induction and training, as well as the day-to-day role.



DUTIES AND RESPONSIBILITIES

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

- Implementing the outreach strategy across the North East, managing referral partner relationships by nurturing existing relationships and forging and on-boarding new partners (networking).
- Delivering presentations to potential clients and referral partners about Smart Works in a variety of settings.
- Ensuring Smart Works North East is supporting as many clients as possible, passionately contributing to the achievement of the centres KPIs.
- Sharing regular engaging communications with referral partners and across social media platforms (Linked In) to build an engaged network.
- Working alongside the Programme Lead to pilot new and innovative initiatives with referral partners to increase collaboration and maintain engagement.
- Manage volunteer relationships to support Outreach.
- Organise, deliver and attend events across the North East that increases the profile of Smart Works.
- Attend various events across our community including Job fairs, career and employment events.
- Analyse and manage a robust referrals database to identify trends, opportunities and priorities.
- Play a role in support the smooth running of the Newcastle centre as part of the wider service delivery team.

SKILLS, KNOWLEDGE & PERSONAL ATTRIBUTES

Essential

- Full clean driving licence and use of own car – milage covered.
- Outstanding communication skills, including being comfortable speaking and presenting to large groups.
- Creative, innovative thinker.
- Excellent interpersonal skills with an adaptable style to suit different people and situations.
- Target driven, with proven record of performing well against KPIs.
- A strong administrator with excellent organisation and attention to detail.
- Passionate and enthusiastic about the work of Smart Works and our mission.
- Empathy, to support and listen to women who will be experiencing a variety of different circumstances
- Experience working within a fast-paced organisation, where flexibility is key.
- Able to organise and lead external events with a variety of stakeholders.

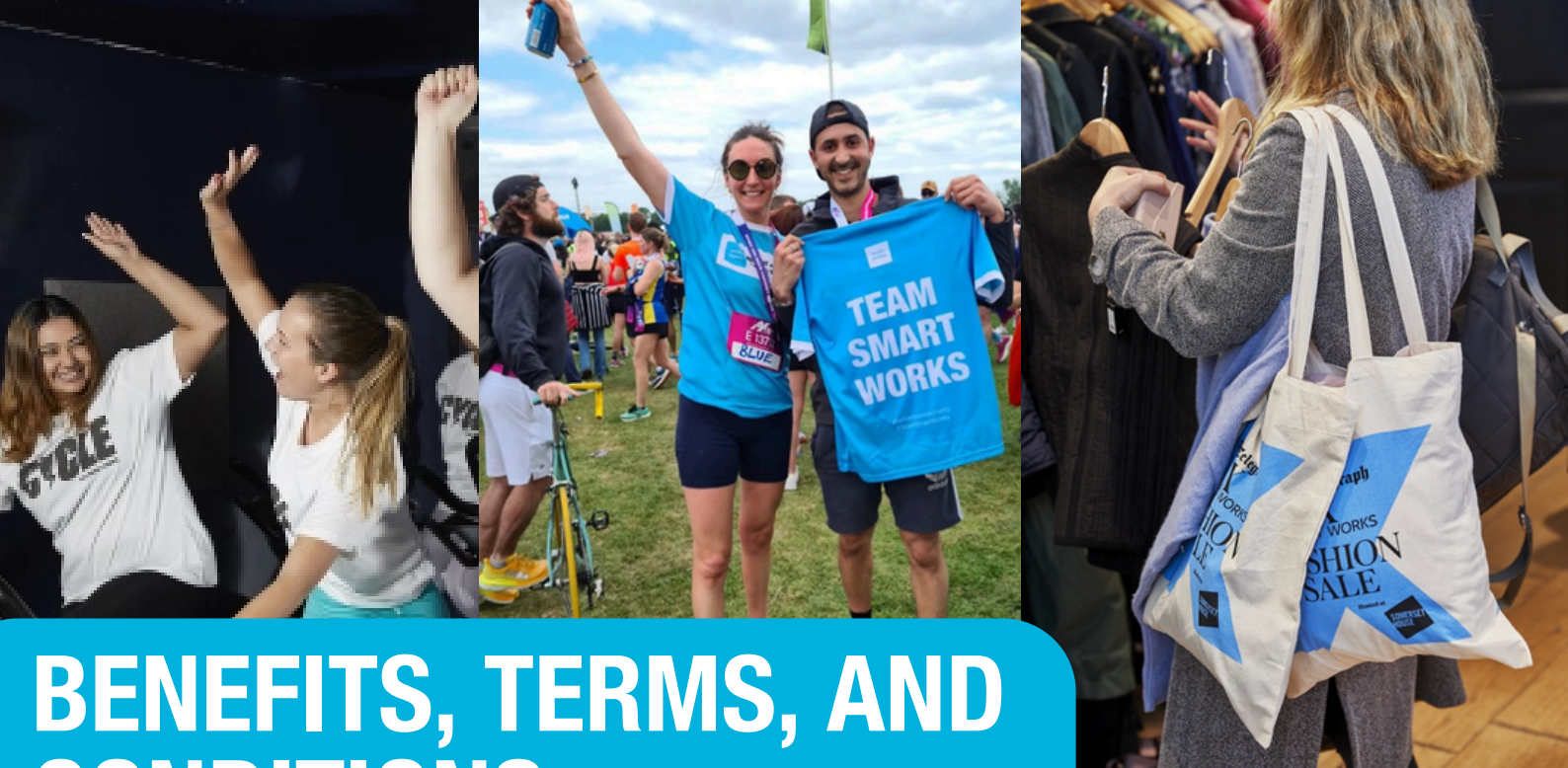
Desirable

- Knowledge of the employability landscape in the North East, Newcastle, Northumberland, South Tyneside, North Tyneside, Sunderland, Durham and Teeside.
- Experience of training and coaching (or a in interest in developing these)
- Experience of database such as MS Dynamics and Power Bi

We promote equality, diversity and inclusion in our workplace and make recruitment decisions by matching Smart Works Noneeds 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 North East.

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 £23,052.23 (£28,815.28 FTE)
 - Permanent contract
 - Part-time or full-time role available, 32-40 hours.
 - Based in Newcastle but with hybrid working in agreement with the line manager and frequent travel required around the North East. Mileage/travel costs outside of commute would be reimbursable in line with our expenses policy.
 - Reporting to the Centre Manager.
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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 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.



HOW TO APPLY

Please submit a CV and answers to the following questions by 9am on Tuesday 27th October 2026. You will be promoted to input your answers via our online portal.

1. Why do you want to work for Smart Works North East? (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 the North East? (max 200 words)

INTERVIEWS

1st round interviews will take place on 5th November 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 week commencing 9th November and will be in person at our Newcastle 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](#)).