

There has never been a more exciting time to join the HEY Smile Foundation team. Our work spans across the Voluntary, Community and Social Enterprise Sector (VCSE), as well as connecting opportunities with the private and public sector.

We are connected, joining assets to community knowledge, creativity and inspiration. We are helping VCSE organisations of all shapes and sizes be heard and play a part in solutions, not just highlight community problems.

We have grown significantly in the last 11 years but are still agile enough to respond to the communities need, not prescribe the same methodology *'because that's what has always been done'*.

We are sustainable in our own right. Whilst developing others, we have ensured we had one eye on our own platform, securing £3m in assets and generating an average of £800k turnover a year in earned income to by masters of our own destiny and focus on the Wow not Woe in our communities across the Yorkshire communities.

A key function of our work is our Smile Health stream. We develop and lead NHS charities to make funds work harder, last longer and go further. We currently lead multiple NHS charities across the UK.

Locally we lead and support Health Stars at Humber Teaching NHS Foundation Trust (HTFT). Humber Teaching NHS Foundation Trust are a leading provider of integrated health care services across Hull, the East Riding of Yorkshire, Whitby, Scarborough, and Ryedale.

The Whitby Community Hospital is currently undergoing a major £13 million renovation. As the lead tenant of the building, Humber Teaching NHS Foundation Trust and Health Stars have agreed that the Whitby Hospital Appeal will be their next big appeal.

An ambitious initial target to raise £200,000 has been set for the appeal. As a result we are recruiting a passionate, hardworking community driven Whitby Hospital Appeal Coordinator to be based at Whitby Community Hospital to help drive the appeal. The role will initially be part time and temporary for one year and supported by the wider Health Stars team as well as the team at Whitby Hospital.

We seek someone who is passionate about local health services and someone who lives locally and that this would be more than just a job, but a chance to influence the healthcare of their own family, friends and colleagues.

The role will report to our Head of Smile Health who along with the Fundraising Manager provides leadership for Health Stars. This is an exciting opportunity for someone who has knowledge of the Whitby community and a passion for making a difference.

We are a flexible employer and the hours can be worked to suit you and your lifestyle within the week. We are looking for someone with excellent written and verbal communication skills and who likes to be very organised.

Role Profile

- 1. Job title:** Whitby Hospital Appeal Coordinator
- Location:** Whitby Hospital/ Home Working
- Reports to (Job Title):** Head of Smile Health
- Salary scale:** £18,000-£21,000pro-rata18
- Working Hours:** 22.5 hours per week, Fixed Term 1 Year (potential to be extended)
- Closing Date:** Midnight on Sunday 8th November 2020
- Interview Date:** Thursday 12th November via Microsoft Teams
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2. Purpose:

To support the Whitby community in aiding the enhancement of its community hospital

3. Joint responsibilities:

- Uphold and invest in the HEY Smile Foundation Vision, Mission and Values.
- Uphold and invest in Health Stars Vision to contribute to a thriving healthcare environment for NHS teams and their patients, by embracing generosity and investing in innovation.
- To embrace Humber Teaching NHS Foundation Trust's values of, Caring - Caring for People while ensuring they are always at the heart of everything we do. Learning - Learning and using proven research as a basis for delivering safe, effective, integrated care. Growing - Growing our reputation for being a provider of high-quality services and a great place to work.
- Promote equal opportunities (in terms of race, gender, religion, sexual orientation, and other forms of discrimination) through the HEY Smile Foundations work.
- Listen to community needs, and work within a team ensuring education, development and investment is not done too but done with communities.
- Be agile in your working, continually developing your skills to meet the needs of our evolving communities.
- Develop case studies for the Whitby Hospital Appeal
- Ensure all policies and procedures are understood and adhered to.
- Support a positive working environment, be visible, energetic and participative, encouraging cross team working and initiatives
- Maintain an up to date knowledge of national best practice, policy and guidance
- Represent HEY Smile, and Health Stars at meetings about Whitby Hospital Appeal.
- Undertake all other reasonable requests made via the CEO and Heads of Department.

4. Key role responsibilities

Building relationships with key stakeholders

- To build and maintain strong relationships with the following:
- Whitby Service Manager at Humber Teaching NHS Foundation Trust
- Whitby Project Manager at Humber Teaching NHS Foundation Trust
- Fundraising Manager at Health Stars
- Patient experience team
- Lead Governor for Whitby for Humber Teaching NHS Foundation Trust
- Community groups

Marketing and Communications

- To promote the project to the public and communities
- To support social media content generation
- To provide content for news stories
- To write creative design briefs for marketing materials

Fundraising

- To circulate fundraising materials
- To promote fundraising activities
- To give support and advice to community fundraisers
- To support the income target for the Whitby Hospital Appeal
- To meet with members of the community to talk about the Whitby Hospital Appeal

Donations

- To process donations made to Whitby Hospital Appeal
- To write and send thank you letters
- To record donor information

This role is a new and will develop over time. There may be additional responsibilities not listed here that will be needed to make the project a success.

5. Decisions that the job holder typically makes may cover the following areas:

- (Resource management) How to maximise resources efficiently
 - (Time management) Prioritisation of your own time to meet outcomes
 - Escalation of work to Head of department
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6. Outcomes based

HEY Smile are working towards being outcomes focused. There is a lot of learning and development still to be concluded, but with this in mind your contracted hours are 22.5 per week. You will be asked to attend on and offline meetings weekly with your line manager and colleagues setting agreed outcomes for the period. However the way in which you distribute these hours across your working week is flexible, and strong communication with your Head of department is key.

7. Knowledge, skills and experience required by the job holder:

Taking on a role with Smile you will be seen as a leader in the charity, community and health sector, delivering capacity and capability support. You will form part of a team of experts, who share their skills and expertise alongside our partners across the private, public and voluntary sector, maximising resources for our inspiring communities.

Essential	Assessment
Excellent communication skills in particular verbal communication and good written communication to a variety of people.	Cover letter/CV and interview
Excellent administration and organisational skills	Cover letter/CV and interview
Self-motivated and able to work under own initiative.	Cover letter/CV and interview
Ability to write concise reports, case studies, blogs	Cover letter/CV and interview
Ability to form and maintain appropriate relationships with cross sector organisations	Cover letter/CV and interview
Ability to manage own priorities and manage own workload.	Cover letter/CV and interview
Good general IT skills, in addition be able to professionally operate meetings via, Zoom, Microsoft Teams and Skype.	Cover letter/CV and interview
Desirable	Assessment
Experience of working in community fundraising	Cover letter/CV and interview

You must have a full driving license and access to a car. The HEY Smile Head Quarters is located at Queens Gardens, Dock Street, Hull, HU1 3AE. You may on occasion be required to attend this site as well as Humber Teaching NHS Foundation Trust HQ in Willerby.

Please get in touch if you would like to have an informal conversation to find out more. We'd love to hear from you. Please contact either:

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This document is written to summarise the key responsibilities of the job holder. It is not intended to be exhaustive and the job holder may be required to do more than is listed here within reasonable parameters. Document date: October 2020