

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 Hull, East Riding and Northern Lincolnshire.

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 the Health Tree Foundation at Northern Lincolnshire and Goole NHS Foundation Trust and Health Stars at Humber NHS Teaching Foundation Trust.

As a result of NHS Charities Together recent successful COVID-19 Emergency Appeal, NHS Charities have been able to apply for those vital funds. Both Health Tree Foundation and Health Stars were recently successful in securing grant funding for a Black, Asian, and minority ethnic (BAME) Wellbeing and Wellness project for the Humber Coast and Vale Integrated Care System geographical footprint.

We wish to set up the project to help and support the BAME communities in our Integrated Care System who have been disproportionately affected by Covid-19. The project will focus on, wellbeing, peer support and will be a place where we can connect people who have shared life experiences as well as a reach out befriending service for those who are shielding and self-isolating.

Our idea is based on the Manchester Resilience hub network and the work delivered by the charity NESTAC. Initially it will be a phone help line and an email contact service. Long term we hope to expand the service to being a physical hub. We have entered into a partnership with NESTAC to get their support to establish the project.

We want to reach out and engage with our BAME community members and provide a sustainable support project which will adapt and grow to their needs. We will adopt strategies for long term engagement, development and success. Our project will take a holistic approach, including cultural, language and religious needs. We will provide one-to-one support to individuals as well as group support, workshops, family support and wellbeing screening whilst adhering to social distancing and Covid safety rules.

To lead on this project we are recruiting a BAME Wellbeing Coordinator.

The role will report to our Head of Smile Health and work across the two charities and NHS trusts. This is an exciting opportunity for someone who has knowledge of the Black, Asian, and Minority ethnic community to shape a project to have a huge impact.

Initially the role is fixed term for 12 months due to funding we have in place. We'd like to hope that within the year we will be able to apply for further funds to continue the role and would like to expand the project to serving more disadvantaged communities.

This is a development opportunity and we are looking for someone who is innovative and can help us to take this project to the next level.

## Role Profile

<b>1. Job title:</b>	Black Asian and Minority ethnic Wellbeing Coordinator
<b>Location:</b>	Home working with travel across Northern Lincolnshire, East Yorkshire and North Yorkshire.
<b>Reports to (Job Title):</b>	Head of Smile Health
<b>Salary scale:</b>	£23,000-£27,000
<b>Working Hours:</b>	37.5 hours per week, Fixed Term 1 Year (potential to be extended)
<b>Closing Date:</b>	Midnight on Wednesday 14 <sup>th</sup> October 2020
<b>Interview Date:</b>	Wednesday 21 <sup>st</sup> October via Microsoft Teams

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### 2. Purpose:

To lead and develop the Black, Asian and Minority ethnic Wellbeing and Wellness Project.

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### 3. Joint responsibilities:

- Uphold and invest in the HEY Smile Foundation Vision, Mission and Values.
- 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 to create co-developed solutions, ensuring education, development and investment is not done too but done with communities.
- Continually develop your skills to meet the needs of our evolving community needs.
- Be agile in your working, continually developing your skills to meet the needs of our evolving communities.
- Develop case studies and impact reports, to ensure we are displaying our value
- 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, Health Tree Foundation and Health Stars at strategic meetings across the region and at times nationally.
- Undertake all other reasonable requests made via the CEO and Heads of Department.

#### 4. Key role responsibilities

##### To establish the project

- Create a plan to launch the project
- Set up the phone line
- Set up an email support address
- Establish operating procedures

##### 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

##### Building relationships with key stakeholders

- To build and maintain strong relationships with the following:
  - BAME Lead at Northern Lincolnshire and Goole NHS Foundation Trust
  - BAME Lead at Humber Teaching NHS Foundation Trust
  - Charity Manager at Health Tree Foundation
  - Fundraising Manager at Health Stars
  - Patient experience teams
  - Executive leads for Charity at each trust
  - Chairs of Charity at each trust
  - NESTAC and other supporting partners

##### Reaching out to the communities

- Reach out to BAME communities to build relationships with established community groups
- Support the development of future community groups
- Visit in person to introduce yourself and the project

##### Understanding cultures

- To develop knowledge and understanding of Black Asian and minority ethnic communities of North Lincolnshire, East Yorkshire and North Yorkshire
- To understand the diverse cultures and how to offer support

##### Lead and recruit volunteers

- Write and deliver training for volunteers
- Use information gathered from triage and volunteer profiles to try and create a good match
- Be there is support volunteers, answering their calls and queries
- Hold regular catch ups with volunteers

##### Reporting

- Record how many calls are received
- Record the types of queries and categorise

**Future planning**

- To support Head of Smile Health to apply for future funding to enable the project to continue beyond the first year
- Strategic thinking on how the project can develop and expand
- Critical evaluation of the project to ensure it keeps developing

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
- (Development of skills) Training requirements for communities to which you are engaged
- (Finance) Development of budget requests to Head of department to fulfil desired outcomes
- (Time management) Prioritisation of your own time to meet outcomes
- Escalation of work to Head of department

**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 37.5 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
Knowledge of issues affecting Black, Asian and Minority Ethnic communities.	Cover letter/CV and interview
Excellent communication skills in particular verbal communication and good written communication to a variety of people (volunteers, service users, council leaders, NHS teams etc.)	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



Experience of developing, delivering and evaluating training courses or workshops in community settings	Cover letter/CV and interview
Experience supporting volunteers, managing their development needs and safeguarding responsibilities.	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 to agreed deadlines, budget and quality standards.	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
Be confident in dealing with difficult situations	Cover letter/CV and interview
<b>Desirable</b>	<b>Assessment</b>
Experience of working with databases and customer relationship management systems	Cover letter/CV and interview

You must have a full driving license and access to a car. Although the HEY Smile offer flexible working, the place of work will remain HEY Smile Head Quarters, Queens Gardens, Dock Street, Hull, HU1 3AE.  
*\*Parking is not available*

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: September 2020