

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 community's needs, 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 be masters of our own destiny and focus on the Wow not Woe in our communities across the Hull and the East Riding.

Covid 19 has provided us with an opportunity to share our way of working further and in the East Riding we are seen as a community lead and the *Go to Charity*, now more than ever. We are proud to say we have the strongest charitable board in the region and we have a team of highly skilled and proactive charity leaders.

Communication is paramount to what we do, from celebrating the little things to demonstrating our impact on large and far-reaching pieces of commissioned work. This role sits within the Business and Communications team and focusses on the development of strategy and the delivery of plans, which are tailored to our varying network of stakeholders. By focusing on the whole, you'll be supporting our incredible wider team and ensuring that their work across our diverse group of charities, projects, funds and campaigns does not go un-noticed.

## Role Profile

1. **Job title:** Strategic Communications Manager
- Location:** HEY Smile Foundation / Remote Working
- Reports to (Job Title):** Head of Business & Communications
- Salary scale:** £26,000 to £28,000 pro rata
- Working Hours:** 37.5 hours per week
- Contract Duration:** 12 months with potential for extension subject to funding and business needs
- Closing date:** Midnight on Sunday 20<sup>th</sup> June

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### 2. Purpose:

To develop and deliver a communications strategy that encompasses the Smile family of charities, contracts and activities.

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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 Foundation's work.
- Continually develop your skills to meet the needs of our evolving organisation.
- Be agile in your working, continually developing our processes and ensuring best practice
- Continue to help position Smile as the 'Go To' Charity in Hull and East Riding of Yorkshire.
- Support the development of financial case studies and impact reports, to ensure we are displaying our value to key stakeholders.
- 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
- Undertake all other reasonable requests made via the CEO and Heads of Department.

### 4. Key role responsibilities

- Work with the leadership team and Trustees to develop an internal and external communication strategy
- Work with the leadership team to create a messaging framework to underpin all communications activities
- Develop and execute external communications / PR plans that support the achievement of business goals
- Develop and execute internal communication / engagement plans that help employees understand Smile's vision, strategy and business plans and their individual contribution to these
- Map the diverse range of stakeholders across the Smile group of charities, projects, funds, campaigns and events
- Identify PR opportunities to maximise positive coverage for the charity
- Create media briefings and support senior leaders in media outreach
- Draft materials to support our engagement with senior community leaders and stakeholders including councillors and MPs
- Research and write / edit press releases, blogs and other editorial, video scripts and presentations
- Monitor, analyse and report on PR coverage
- Work with Heads of Department and programme leads to identify and produce case studies
- Identify relevant regional, national and international awards and craft compelling entries
- Work with colleagues from the Business and Communications team to develop stakeholder communications' channels including website and marketing collateral
- Support the Campaigns, Events and Appeals Manager as required, particularly during peak periods.

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

- (Resource management) How to maximise resources efficiently, highlighting procurement needs where external skills or services are required
- (Development of skills) Identify training for continued professional development
- (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 Heads 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 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 Hull and the East Riding of Yorkshire voluntary, community and social enterprise 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
Self-motivated and able to work under own initiative.	Cover letter/CV and interview
Ability to manage own priorities and manage own workload to agreed deadlines and quality standards.	Cover letter/CV and interview
Experience of working within an integrated communications function, delivering joined up internal and external communications programmes	Cover letter/CV and interview
Experience of managing external communication agencies and service providers	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
Proven membership of a professional body	Cover letter/CV and interview
Experience of working in cross partner organisations or arm's length public body	Cover letter/CV and interview

Although Smile offers flexible working, the place of work will remain HEY Smile Headquarters, 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:

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To apply for this role, please e-mail your CV with a covering letter/e-mail to [recruitment@heysmilefoundation.org](mailto:recruitment@heysmilefoundation.org)

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: May 2021