

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 12 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 production of a range of engaging marketing materials, 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:** Communications Officer
- Location:** HEY Smile Foundation / Remote Working
- Reports to (Job Title):** Head of Business & Communications
- Salary scale:** £22,000 to £26,000
- Working Hours:** 37.5 hours per week
- Contract Duration:** Permanent
- Closing date:** Midnight on Sunday 9th January 2022

2. Purpose:

To support the strong communication of the range of Smile services to our range of stakeholders, with the aim to increase awareness of our great work and reach out to future beneficiaries and donors.

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 Head of Business and Communications and the Events and Communications Manager to develop an internal and external content strategy
- Manage the delivery of external communications / marketing activities as requested by our charity/health partnerships, working with third party suppliers
- Help in the execution of internal communication / engagement plans that help employees understand Smile's vision, strategy and business plans and their individual contribution to these
- Use a range of channels to promote the work of Smile and its partners including social media channels and on/offline materials
- Support the mapping of the diverse range of stakeholders across the Smile group of charities, projects, funds, campaigns and events to ensure the right messages reach the right audiences
- Identify PR opportunities to maximise positive coverage for the charity
- Create media briefings and support senior leaders in media outreach 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 that can be used to promote the work of Smile
- Work with our external copy writer to identify and produce supporting materials for our entries into regional, national and international awards
- Work with colleagues from the Business and Communications team to develop stakeholder communications' channels including website and marketing collateral

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

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 a marketing team, delivering a range of different materials and activities.	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
Strong use of written English, including spelling, punctuation and grammar.	Cover letter/CV and interview
Desirable	Assessment
Experience of working with external agencies and service providers	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:

Ann Newlove
 Head of Business & Communication
an@heysmilefoundation.org
 07814 486357

To apply for this role, please e-mail your CV with a covering letter/e-mail to 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: December 2021