smile foundation

PROUD TO BEE A VOLUNTEER

VOLUNTEER AWARDS 2021

Brought to you by HEY Smile Foundation & Partners

smile by the sea

smile Trustee Academy

CallER Collective

CHIEF EXECUTIVE OFFICER CANDIDATE PACK

SEPTEMBER 2022

CONTENTS

3 Welcome letter

4 Who we are

5 Our organisation / Our structure

6 Annual report and accounts

7 The CEO role:
Location
Salary
Overview of the role
How our CEO will spend their time
What will our CEO bring to the role?

10 How to apply

smile foundation

WELCOME LETTER

Dear Candidate,

Thank you very much for your interest in becoming our new CEO. This is an exciting opportunity to join a passionate, inclusive, and forward-thinking organisation with an enviable reputation in the charitable sector. We are looking for an exceptional individual to work with our Board of Trustees and Heads of Department on the next stage of the Charity's development.

At Smile we are continuously transforming the way we operate to improve our ability to innovate, expand, and make our clients' lives better. Our team members have continued to meet the challenges of our field and to excel despite the pandemic we have faced as a nation. We are very proud of where we are today and excited about where we are headed.

We are committed to embracing leadership and empowering our team members to be the best possible version of themselves. We respect different perspectives and believe that collaboration results in a vibrant, bold, authentic and trusted organisation, which can be a real game changer in the sector. As our next CEO you will steer us to deliver our core purpose, vision and mission and embrace our values through your strategic vision and leadership qualities. You will be confident in engaging with our stakeholders who include local councils, businesses and community partners across Hull and East Yorkshire.

You will have either current CEO experience or substantial previous senior leadership experience preferably within the charitable sector, bringing the ability to lead a diverse and collaborative Heads of Department team to deliver our ambitious goals. You will also need the 'nous' to lead us in a challenging external and funding environment.

As our new CEO you will be working with a skilled and dedicated team of 33 staff and a cohesive Board of Trustees with a diverse range of experience. If you share our values and are up for the challenge, then we'd love to hear from you.

With best wishes,

Trish Dalby,
Chair of HEY Smile Foundation

WHO WE ARE

Smile is the trusted leader in cross sector relationships; unmistakably unique in our approach, entrepreneurial in sprit, agile and responsive. We hold a breadth of live community intelligence within our skilled central team and are experts in brokering a wide network of specialist associates. This all enables us to understand both the current challenges but equally grasp the outgoing opportunities for our community.

Whether it's stimulating the release of existing assets or collaboratively bringing together new resources, Smile is the ideal partner to meet the growing demand for community led solutions giving the space, time and resources for communities to thrive.

CORE PURPOSE

Unlock the potential in charities, people and places.

VISION

Inspired and informed community investment, removing dependencies and stimulating resilience.

MISSION

Proactively leading charities, people and places to improve lives every day. Delivered with generous leadership, sharing relationships, skills and resources across all sectors. Universally trusted by partners to challenge the status quo.

VALUES

Objective, Transparent, Energetic, Generous.

ENHANCING RESOURCES

We invest in and develop shared resources, looking to support funders and the sector to be more efficient and effective with the available resources for communities.

PEOPLE DEVELOPMENT

We excel in developing and empowering people and it's those people, not us, who positively change communities.

ASSET MANAGEMENT

We are experts in making money go further, work harder and last longer.

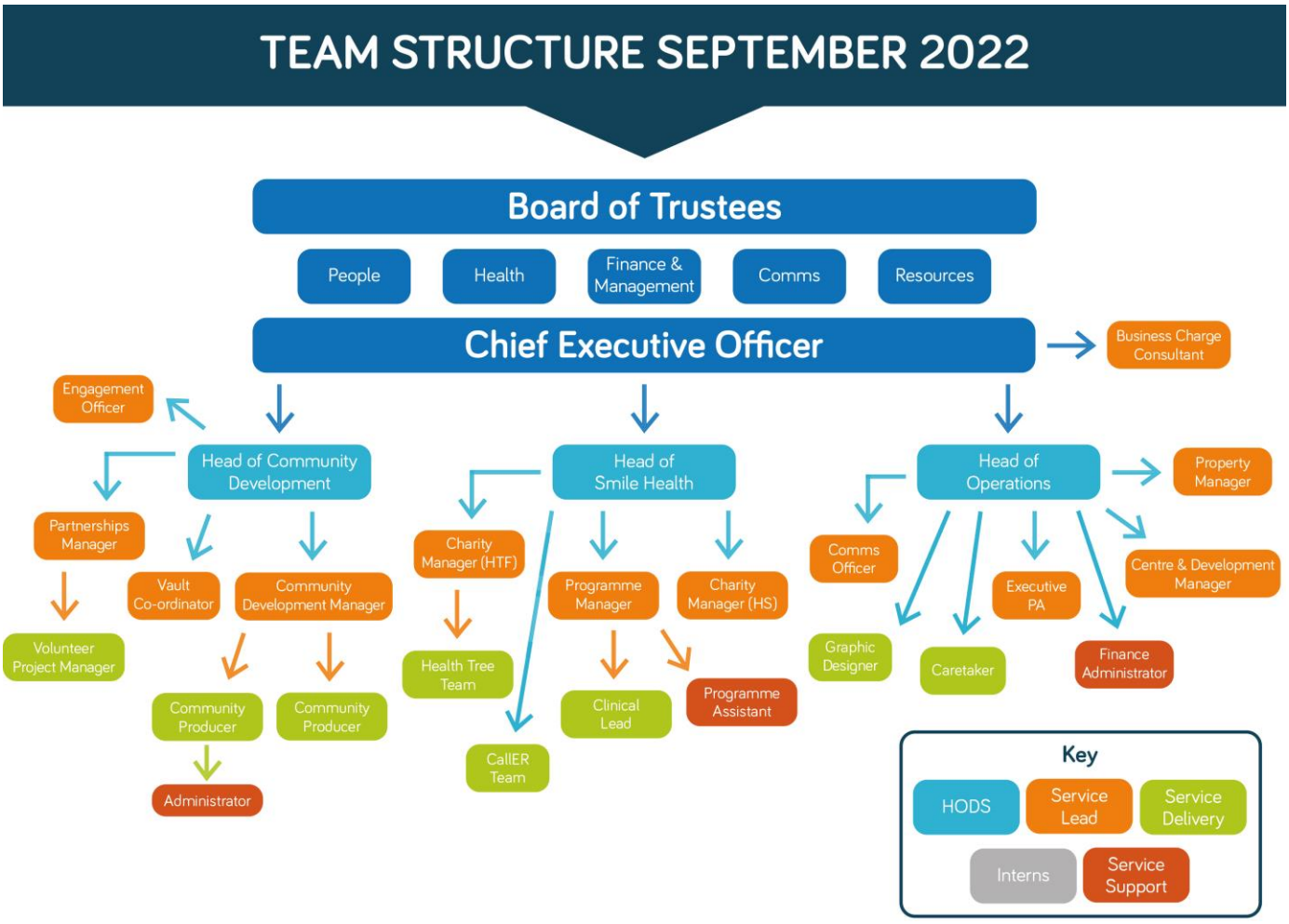
OUR ORGANISATION

At Smile we work hard on making it a rewarding and inspiring place to work. We invest in training and development for everyone, provide regular feedback on performance and development and ensure we look out for each other's mental and physical health through our trained colleagues.

We have weekly meetings where everyone within Smile gets together to share what we're working on, talk about pressing issues, celebrate successes and check in on everyone's wellbeing. We also have an employee forum where everyone's opinion matters and we use digital communication tools which help bring the diverse departments and work of Smile together, creating a team environment in a remote world.

OUR STRUCTURE

Smile is an exciting blend of different people, and between us we have the ability to make a real difference to people's lives. We all have different experience, different skills, come from different backgrounds and have our own input to bring to the table. Although we're all different, the glue that holds us all together is the simple desire to collectively be the best.



ANNUAL REPORT AND ACCOUNTS

ANNUAL REPORT

Our 2021 Annual Report is now available and makes both a very impressive and heart-warming read. We are very proud of the impact we make at Smile, and it truly is a team effort.

We hope you enjoy reading all about our activities and the difference we make to our local communities. The report can be found here.

ACCOUNTS

At the time of completing this Candidate Pack the 2021 accounts are just being finalised and signed off. As soon as they are available, we will inform those candidates who have expressed an interest in joining Smile.

In the meantime, the 2020 annual report and accounts can be found here.

THE CEO ROLE

LOCATION

The role of CEO will be located mainly in our Hull office with some travel across the East Yorkshire and Lincolnshire regions as well as utilising remote working.

SALARY

Range between £60,000 and £67,000 depending on experience, plus benefits.

OVERVIEW OF THE ROLE

This is an exciting opportunity to help us take Smile onto the next stage of its development. You will be building on a strong foundation and working with a talented, passionate and innovative team across the Hull, East Yorkshire and Lincolnshire regions.

Reporting to the Board of Trustees, the CEO will be responsible for leading our activities across the communities we reach. In addition to further enhancing our strong organisational profile, the CEO will continue building on the huge strides Smile has made developing the communities in which we make such a difference.

The CEO will directly manage the Heads of Department and will be ultimately responsible for circa 33 staff across the Hull, East Yorkshire and Lincolnshire regions and the sustainable generation and growth of our annual income.

HOW WILL OUR CEO SPEND THEIR TIME

- Demonstrating commitment to Smile's mission, vision, values and strategic aims.
- Inspiring buy-in to Smile's vision and strategy and leading the organisation to ensure we deliver.
- Raising our profile and representing Smile's work compellingly to external audiences to help achieve our aims, including generating income and driving advocacy.
- Building support for Smile's work and impact within the region so that engagement across the organisation remains high and all teams are aligned behind the charity's vision and strategy.
- Providing clear direction, decision making and support to colleagues.
- Creating an inclusive culture that embodies our behaviours, where everyone feels respected and valued so they can thrive by being their authentic selves. This includes always acting as a positive role model.
- Championing our approach to diversity, inclusion and equality.

- Leading the development and implementation of Smile's strategy to ensure we are financially viable and able to support the work of Smile in the communities we reach. This includes ensuring that the strategic planning approach produces aligned, robust and deliverable plans to bring in sustainable income, demonstrate value for money in expenditure and use funds effectively to enable the delivery of key goals.
- Holding colleagues to account for delivering against the strategy and key decisions. This includes developing and supporting the Heads of Department and colleagues through constructive challenge and holding them accountable for performance and innovation in their areas of responsibility.
- Ensuring that Smile is prepared for new challenges and open to new opportunities.
- Ensuring good governance and accountability in line with regulatory, legal and contractual responsibilities.
- Enabling the effective decision making of the Board and measuring and reporting on Smile's organisational performance. This includes working closely with the Chair to ensure effective communication and co-ordination with the Board.
- Undertaking any other appropriate duties in accordance to agreed procedures and guidelines.
- Proactively engaging with and taking responsibility for seeking appropriate development opportunities personally and taking part in learning.

WHAT WILL OUR NEW CEO BRING TO THE ROLE?

A combination of:

- A demonstrable passion for the mission of Smile.
- A visible commitment to improving the lives of the communities we reach.
- A successful track record of building and delivering a strategic vision in a charitable organisation, which inspires and engages individuals both internally and externally.
- Proven ability to speak out and stand up for the right course of action.
- A track record of being collaborative, non-hierarchical and inclusive.
- The ability to create a culture where everyone feels empowered and valued whilst being comfortable to take tough decisions and communicate the rationale for them clearly.
- A proven ability to build, motivate and enthuse a senior team towards the delivery of key goals, whilst creating effective frameworks for holding people to account and inspiring a high-performing culture.
- A marketing mindset, with financial and commercial astuteness.
- Experience of working with multiple income streams, projects and funding cycles.

- A talent for innovation and taking considered risks that may involve tough choices: be a forward-thinker who makes prompt, creative decisions and communicates them clearly.
- Strong diplomatic communication: possess the ability to have meaningful, strategic discussions with key stakeholders, that persuade, influence and drive change within the public and private sectors and community partners.
- Comfort with being a highly visible ambassador for Smile, networking and representing the organisation credibly.
- The ability to influence policy and practice at multiple levels and an in-depth knowledge and understanding of the political landscape in which change happens and key decisions are made.
- Strong judgement and strategic thinking, with the ability to assess what the future may hold and plan accordingly.
- Integrity, pragmatism and perspective.

HOW TO APPLY

Smile is committed to equality of opportunity, supports and encourages under-represented groups and values diversity.

If you wish to have an informal discussion about the opportunity, have any queries on any aspect of the appointment process, or need additional information, please contact David Nuttall at dn@heysmilefoundation.org.

If you wish to apply to be our next CEO then please supply the following by 12 noon on Friday 7 October 2022:

- A CV or equivalent biographical information (maximum two sides A4, minimum 12 font) setting out your career history and including details of any professional qualifications.

- A short supporting statement (maximum two sides A4, minimum 12 font) setting out how you meet what we are looking for and provide specific examples.

APPLICATION TIMELINE

Application deadline: 12 noon, Friday 7 October via email to: Andrew Milner, Chair of Smile People Committee at andrewm@sunorganics.co.uk

PROCESS GUIDANCE

Shortlisting: Wednesday 12 October

Informal Interviews: Monday 17 October

Formal Interviews: Thursday 27 and Friday 28 October