

Impact and

Digital Lead

Recruitment Pack

Note from our CEO



Thank you for your interest in joining the HEY Smile Foundation. We're delighted that you're considering becoming part of a team that's passionate about making a real and lasting difference in communities across the region.

At Smile, we exist to support and strengthen the incredible voluntary, community, and social enterprise (VCSE) sector that forms the backbone of local life. Our role is to work alongside community leaders, volunteers, and organisations of all sizes, helping them to thrive, grow, and deliver lasting impact. Whether it's through capacity building, governance support, strategic partnerships, or investment in grassroots ideas, we're here to amplify the work of those already doing brilliant things.

We don't deliver services for communities; we work with them. Our team believes that sustainable change happens when people are empowered to lead that change themselves, and that belief runs through everything we do. From supporting community buildings and local networks to helping deliver major health and wellbeing programmes, we focus on collaboration, trust, and meaningful relationships.

We're proud to be a values-led organisation. We are impact driven, ensuring that everything we do delivers meaningful outcomes. We believe in the power of collaboration, working in partnership to strengthen community voices. We act with generosity, sharing our time, resources, and knowledge freely. And above all, we operate with integrity, always putting communities first and doing what we say we will.

If you're someone who shares these values and wants to play a role in supporting stronger, more connected communities, we'd love to hear from you. This isn't just a job it's an opportunity to help shape the future of the places we care about most.

Jamie Lewis
CEO



Smile

Values

● **Impact-driven:**

We focus on achieving meaningful and sustainable outcomes, prioritising our work to ensure tangible and positive impact on the communities we support.

● **Collaborative:**

We promote diverse partnerships with organisations, stakeholders, and community groups, using innovative and generous means to share and maximise resources, knowledge, and expertise for a wide-reaching impact.

● **Generous:**

We support colleagues, partners, and communities to become confident, professional, and self-sufficient. Providing them with the time, care, education, and opportunities they need to thrive.

● **Integrity:**

Honesty, transparency, accountability, and kindness. Integrity is the golden thread that runs through everything Smile does every day.



Job

Description

Job Title:

Impact & Digital Lead

Responsible to:

Chief Executive Officer

Salary:

£32,000–£36,000 per annum (*dependent upon experience and portfolio*)

Location:

Smile HQ Hull - Hybrid working across HEY Smile Foundation locations and community venues across Hull and East Yorkshire

Hours:

Full-time, 37 hours per week (*flexibility required including occasional evening and weekend work for events*)

Contract Duration:

Initial 1 year fixed term subject to funding

About HEY Smile Foundation:

HEY Smile Foundation exists to strengthen communities and support organisations across Hull and East Yorkshire to thrive. We bring people together, develop partnerships, unlock opportunities and create lasting impact across the voluntary, community and social enterprise sector.

As a growing and ambitious organisation, we are looking for a creative and dynamic individual who can help shape the voice, identity and public presence of Smile, ensuring our stories, projects and people are seen, heard and celebrated.

Role

Purpose

The Impact & Digital Lead will lead the development and delivery of HEY Smile Foundation's brand, marketing and digital presence.

This role will oversee and shape the organisation's visual identity, storytelling and communications activity across all channels, including social media, websites, campaigns, design and digital engagement.

The postholder will work across the organisation, capturing impact, creating compelling content and ensuring a consistent and high-quality public profile. They will help bring Smile's work to life, support fundraising and events activity, strengthen stakeholder engagement and help position the organisation as a modern, ambitious and influential charity.

This is a hands-on role for someone who enjoys creating, leading and bringing ideas to life.



Key Role

Responsibilities

Brand Leadership & Creative Direction

- Lead and oversee the HEY Smile Foundation brand and visual identity.
- Ensure consistent branding, tone and design standards across all organisational activity.
- Develop and produce high-quality creative materials including:
 - Presentations
 - Reports
 - Event materials
 - Social graphics
 - Printed publications
 - Banners
 - Promotional resources
 - Campaign materials.
- Maintain and develop brand guidelines and support colleagues in their application.
- Identify opportunities to strengthen Smile's profile and public identity.

Social Media & Digital Communications

- Lead Smile's social media presence across all platforms.
- Develop engaging content calendars and campaigns.
- Produce and schedule content including graphics, video and written materials.
- Monitor analytics, engagement and audience growth.
- Respond creatively and quickly to emerging opportunities and trends.
- Provide live digital coverage of key events and activities where appropriate.

Website & Digital Platforms

- Lead development and maintenance of Smile's website and associated digital platforms.
- Ensure content remains accurate, engaging and accessible.
- Improve user journeys and online engagement.
- Support search engine optimisation and digital performance.
- Develop campaign pages and digital content aligned with organisational priorities.

Key Role

Responsibilities

Storytelling & Impact

- Capture and communicate the impact of Smile's work through creative storytelling.
- Work with staff, volunteers, communities and partners to develop compelling case studies and stories.
- Coordinate photography and video content.
- Support the production of newsletters, publications and impact reports.
- Create content that showcases organisational achievements and community outcomes.

Events, Campaigns & Fundraising Support

- Provide creative and promotional support for fundraising events and campaigns.
- Develop campaign concepts and marketing materials.
- Support the delivery of key Smile events and initiatives.
- Work with colleagues and partners to maximise profile, attendance and engagement.

Internal Support & Collaboration

- Act as the organisation's lead for creative and design support.
- Support teams across Smile with branded templates and communications materials.
- Encourage consistency and creativity across all departments.
- Work collaboratively with colleagues to identify opportunities and bring ideas to life.

General Responsibilities

- Act as an ambassador for HEY Smile Foundation at all times.
- Promote equality, diversity and inclusion.
- Ensure compliance with relevant organisational policies and procedures.
- Participate in organisational meetings, training and development activity.
- Undertake any other duties reasonably required within the scope of the role.

Person

Specification

Essential	Desirable
Experience within marketing, communications, design, media or digital engagement.	Experience working within the charity, VCSE or public sector.
Demonstrable experience managing social media channels professionally.	Photography and videography skills.
Experience creating visual content and marketing materials.	Knowledge of analytics and digital performance reporting.
Strong working knowledge of Canva and / or Adobe Creative Suite.	Understanding of accessibility and inclusive communications.
Experience managing websites and digital platforms.	Experience supporting events and campaigns.
Excellent written communication and storytelling skills.	
Strong organisational skills and ability to manage multiple projects.	
Ability to build positive working relationships across teams.	
Creative thinking with excellent attention to detail.	

What Success Looks Like

The successful postholder will help create:

- A stronger and more visible Smile brand.
- Increased social media engagement and audience reach.
- High-quality and consistent design across the organisation.
- More impactful storytelling and communications.
- Stronger promotion of services, events and campaigns.
- A modern and engaging digital presence.

Safer

Recruitment

As an organisation, we are committed to creating and fostering a culture that promotes safeguarding and the welfare of children and adults at risk.

Our safer recruitment practices support this by ensuring that there is a consistent and thorough process of obtaining, collating, analysing and evaluation information from and about candidates to make sure that all persons appointed are suitable to work with our children and adults.

The recruitment and selection of our people will be conducted in a professional, timely and responsive manner and in compliance with current employment legislation, and relevant safeguarding legislation and statutory guidance.

Our principles:

- We will always seek to recruit the best candidate for the role based on merit, including their skills, experience, motivation and competencies. Our robust recruitment and selection process should ensure the identification of the person best suited to the role and the organisation.
- We are committed to diversity and equality of opportunity and will interview all applicants (internal and external) who self-declare at application as having a disability, and who meet the minimum requirements in the person specification of the vacancy they are applying for.
- We will make reasonable adjustments at all stages of the recruitment process in order to enable successful candidates who declare disabilities to start working or volunteering with us.
- Any current member of staff, volunteer or client who wishes to apply for vacancies and is suitably qualified will be considered and addressed fairly and objectively based on their merit.
- As an organisation committed to safeguarding, we will ensure all under 18s joining the organisation have ongoing risk assessments to make sure their role and activities are safe and appropriate.
- All documentation relating to candidates will be treated confidentially in accordance with GDPR legislation.

At HEY Smile Foundation, we believe communities thrive when people and organisations are given the support, confidence and opportunity to succeed. We are looking for somebody who shares that belief and wants to help tell the stories that make it happen.

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