

A woman with long brown hair, wearing a teal-colored blouse, is sitting at a desk and smiling. Her hands are clasped together in front of her. A laptop is visible in the foreground, partially obscured by the text. The background is a blurred office setting with a window showing a city view. There are two large, semi-transparent white circular shapes overlaid on the image, one on the left and one in the center.

Head of Partnerships and Engagement Job Description

Note from our CEO



Smile has always been built on relationships.

Across Hull, East Yorkshire and the wider Humber region, our work depends on bringing people together; charities, businesses, public services, funders, volunteers and communities, around a shared ambition to make our region stronger.

As Smile continues to grow, so does the opportunity in front of us. We want to deepen the relationships we already have, build new ones, diversify our income and make sure more people understand the role Smile can play in supporting communities across our region.

Our new Head of Partnerships and Engagement will be central to that. This is not a role about simply maintaining relationships or managing a programme of activity. I am looking for someone who will take real ownership of how Smile builds its profile, develops partnerships and creates opportunities.

You will work closely with me and our leadership team, helping us strengthen relationships with businesses, funders, supporters and strategic partners. You will oversee our fundraising and engagement activity, help shape our events programme and ensure that the relationships most important to Smile are properly developed and cared for.

Just as importantly, I want someone who will bring ideas. Someone who can spot an opportunity, open a door and turn a conversation into something meaningful. Someone who understands that strong partnerships are built through trust, credibility and delivering on what you say you will do.

There is significant potential here, but there is also work to do. We need to become more deliberate in how we manage relationships, more confident in telling our story and more ambitious about the partnerships and investment we bring into the organisation.

You will have the freedom to help shape that approach. In return, you will join a committed team with strong relationships across our region and a genuine ambition to do more. You will have the opportunity to build something, influence our future direction and see the direct impact that successful partnerships can have on Smile and the communities we support.

If you are someone who enjoys bringing people together, building trusted relationships and turning opportunities into action, I would love to hear from you.

Jamie Lewis MBE
Chief Executive, HEY Smile Foundation



Smile Values

Our values are fundamental to how we work, lead and assess our contribution as individuals and as a charity. The Head of Operations will model these values and embed them in management practice and organisational culture.

- **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:**

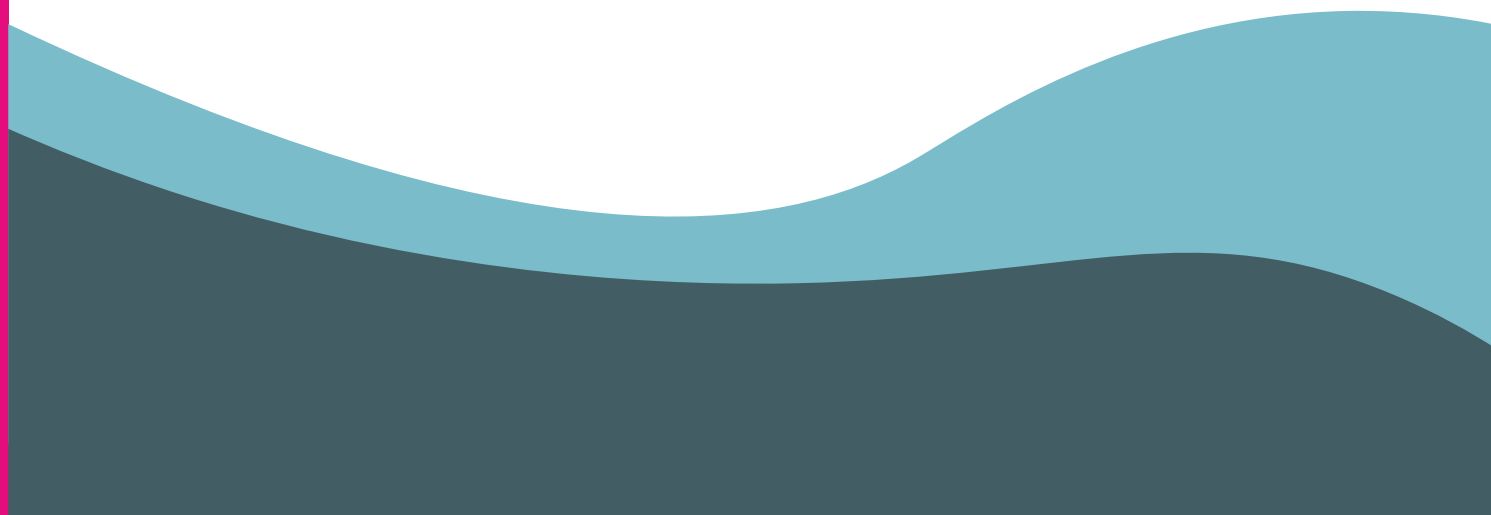
We promote diverse partnerships with organisations, stakeholders, and community groups, using innovative and generous means to share and maximise resources, knowledge, and expertise for a wide-reaching impact.

- **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 Role

HEY Smile Foundation is looking for an ambitious, commercially minded and highly credible **Head of Partnerships and Engagement** to take ownership of one of the most important areas of our organisation.

This is not a role for someone looking to simply inherit a programme of activity and keep it running.

We want someone who sees opportunity, builds relationships, opens doors and turns conversations into long-term partnerships, investment, influence and impact. Smile already has a strong reputation, an extensive network and deep relationships across communities, charities, businesses and public services. The opportunity now is to build on those foundations and take our partnership and engagement activity to another level.

As Head of Partnerships and Engagement, you will lead our approach to **strategic partnerships, corporate relationships, major supporters and high-net-worth individuals, communications and engagement, events and fundraising.**

You will have genuine ownership of this portfolio. You will shape the strategy, develop the pipeline, strengthen our existing relationships and identify where Smile should be building new ones.

We need someone who is comfortable walking into a room of senior leaders, making the case for Smile and creating opportunities. Someone who understands that strong partnerships are built through credibility, trust, excellent stewardship and consistently delivering what we promise.

We also want someone prepared to challenge us: to ask where the opportunities are, what we could do differently, who we should be talking to and how we make Smile increasingly attractive to partners, supporters and investors. Working closely with the CEO, trustees and senior leadership team, you will have the freedom and backing to bring ideas forward, make recommendations and drive them through to delivery.

Success in this role will ultimately be demonstrated through stronger relationships, retained and new partners, increased income and investment, greater engagement and an increasingly influential profile for Smile.

For the right person, this is an opportunity to build something significant and help shape the next chapter of the organisation.

If you want the opportunity to own something, build it, challenge the status quo and see the direct impact of your work, we want to hear from you.

Role Profile

**Job Title:**

Head of Partnerships and Engagement

Reports to:

CEO

Salary:

£43,000 per annum

Working Hours:

37.5 hours per week

Location:

HEY Smile Foundation – with travel across Hull, East Yorkshire and the wider Humber region

Contract Duration:

Initial 1-year fixed-term contract, subject to funding



Key Role

Responsibilities

Partnership Strategy and Development

- Develop and lead Smile's organisation-wide partnership and engagement strategy, aligned with our strategic ambitions, growth and sustainability.
- Build and maintain a strong pipeline of prospective corporate, philanthropic, statutory and strategic partners.
- Identify organisations and individuals with strong alignment to Smile's purpose, ambitions and work.
- Develop strategic partnerships that create financial and wider value, including investment, skills, influence, networks, volunteering, expertise, sponsorship and in-kind support.
- Create compelling partnership propositions that clearly articulate the value of working with and supporting Smile.
- Work with the CEO, trustees and leadership team to identify introductions, opportunities and strategic relationships.
- Ensure partnership development is proactive, targeted and focused on long-term relationships rather than one-off transactions.
- Represent Smile externally and act as a senior ambassador for the organisation.

Partner Stewardship and Relationship Management

- Take strategic responsibility for the stewardship and development of Smile's key partners and supporters.
- Develop clear relationship plans for priority partners, including objectives, ownership, engagement activity and next steps.
- Ensure partners receive excellent, consistent and personalised stewardship throughout their relationship with Smile.
- Maintain senior-level contact with key partners and ensure organisational commitments are delivered.
- Identify opportunities to deepen existing relationships through multi-year partnerships, sponsorship, employee engagement, philanthropy, strategic collaboration and other forms of support.
- Ensure partners understand the difference their involvement makes to Smile and the communities we support.
- Establish appropriate mechanisms for monitoring partner engagement, retention and satisfaction.
- Ensure important relationship intelligence is captured organisationally and does not sit solely with individual members of staff.

Key Role

Responsibilities

Major Supporters and High-Net-Worth Individuals

- Develop Smile's approach to identifying, cultivating, engaging and stewarding major supporters and high-net-worth individuals.
- Work closely with the CEO, trustees and wider networks to identify potential supporters and facilitate appropriate introductions.
- Develop personalised cultivation and stewardship plans for priority individuals.
- Create opportunities for supporters to understand Smile's work, meet the people behind it and experience the impact of their involvement.
- Develop compelling cases for support and propositions for significant philanthropic investment.
- Support the CEO and trustees in developing and maintaining high-value relationships.
- Ensure major donor relationships are managed professionally, appropriately and confidentially.
- Focus on developing long-term relationships and advocacy rather than solely securing individual donations.

Fundraising and Income Generation

- Provide strategic oversight of Smile's fundraising activity, ensuring it is coordinated, targeted and aligned with organisational priorities.
- Develop an annual fundraising and engagement plan with clear objectives, income targets and measures of success.
- Grow unrestricted and partnership-generated income through corporate partnerships, sponsorship, philanthropy, campaigns, events and individual giving.
- Identify new and innovative opportunities to diversify Smile's income.
- Develop compelling sponsorship and partnership packages.
- Ensure fundraising activity is commercially realistic and delivers appropriate return on organisational time and investment.
- Monitor fundraising performance and provide clear and timely information to the CEO and senior leadership team.
- Work collaboratively with colleagues responsible for grants, trusts, foundations, commissioned income and other funding streams to ensure a coordinated approach.
- Ensure fundraising activity meets relevant regulatory, ethical and organisational standards.

Key Role

Responsibilities

Events

- Provide strategic leadership and oversight of Smile's programme of fundraising, partnership and engagement events.
- Ensure events have clear strategic objectives including income generation, relationship development, stewardship, profile and engagement.
- Lead the continued development of major Smile events, ensuring they remain high-quality, distinctive, financially sustainable and aligned with our brand.
- Develop sponsorship and commercial opportunities connected to Smile's events programme.
- Ensure excellent stewardship of sponsors, partners, supporters and guests before, during and after events.
- Oversee event budgets, targets and performance.
- Work with colleagues, venues and suppliers to ensure events are professionally planned and delivered.
- Evaluate the impact and return of events and use learning to inform future activity.
- Develop smaller cultivation and stewardship opportunities alongside Smile's major events programme.

Communications and Engagement

- Provide strategic oversight of Smile's communications, marketing and engagement activity.
- Develop and oversee an organisation-wide communications and engagement plan aligned with Smile's strategic priorities.
- Ensure Smile communicates consistently, confidently and authentically across all channels.
- Protect and strengthen Smile's reputation, profile and brand.
- Ensure communications clearly demonstrate Smile's impact and provide compelling reasons for organisations and individuals to engage with us.
- Oversee external communications including digital channels, social media, website content, newsletters, campaigns, publications and partner communications.
- Identify opportunities to strengthen Smile's profile through media, thought leadership, events, campaigns and strategic networks.
- Work closely with the CEO on senior-level communications, organisational announcements and reputation management.
- Ensure communications activity actively contributes to partnership development, fundraising, engagement and wider organisational objectives.

Key Role

Responsibilities

CRM, Data and Relationship Intelligence

- Ensure Smile has effective systems for recording and managing relationships with partners, supporters, donors and stakeholders.
- Champion consistent and high-quality use of the organisation's CRM and relationship management systems.
- Ensure key contacts, conversations, commitments, opportunities and next actions are appropriately captured.
- Maintain a clear partnership and supporter pipeline that enables effective forecasting, prioritisation and follow-up.
- Use data and insight to understand partner retention, engagement, income and the strength of Smile's relationships.
- Ensure appropriate compliance with data protection and consent requirements.
- Reduce organisational reliance on individual knowledge by embedding effective relationship recording and handover practices.

Strategic Planning

- Collaborate with the CEO and leadership team to develop and implement Smile's strategic priorities.
- Provide insight and recommendations on partnerships, fundraising, communications, supporter engagement and organisational reputation.
- Identify emerging opportunities, risks and changes within the external environment.
- Contribute to organisational planning, budgeting and performance management.
- Develop strong relationships with businesses, charities, funders, public bodies, commissioners and community leaders across Hull, East Yorkshire and the wider Humber region.
- Ensure Smile continues to identify new markets, networks, supporters and opportunities capable of increasing our reach, influence and sustainability.

Key Role

Responsibilities

Leadership and Team Management

- Be an active member of Smile's Senior Leadership Team and contribute to the wider strategic leadership of the organisation.
- Provide clear, supportive and accountable leadership to staff working across partnerships, communications, engagement, fundraising and events.
- Establish clear objectives, priorities and performance expectations.
- Develop a high-performing culture focused on relationships, impact, commercial awareness, creativity and delivery.
- Support colleagues to develop their skills, confidence and professional networks.
- Encourage collaboration across teams so that partnership and engagement opportunities are recognised throughout the organisation.
- Establish appropriate performance measures and reporting arrangements for partnership, fundraising, events and communications activity.
- Represent Smile at strategic meetings, networking opportunities, events and external forums.
- Deputise for the CEO when appropriate.



Person

Specification

Qualifications and Experience

- Significant experience in a senior partnerships, business development, fundraising, engagement or relationship management role.
- Proven experience of developing and maintaining high-value relationships with senior stakeholders.
- Demonstrable experience of developing partnerships, securing investment, generating income or creating commercially valuable relationships.
- Experience of corporate partnerships, sponsorship, philanthropy, major donors or business development.
- Strong understanding of excellent partner and supporter stewardship.
- Experience of developing and implementing strategic plans with measurable outcomes.
- Experience of communications, marketing, PR or stakeholder engagement.
- Experience of developing or overseeing successful events.
- Strong leadership and team management experience.
- Experience of working with senior executives, trustees, boards or equivalent stakeholders.
- Excellent written, verbal, presentation and influencing skills.
- Strong commercial awareness and an understanding of value, investment and return on investment.
- Ability to use CRM systems, data and relationship intelligence to effectively manage pipelines and opportunities.
- Ability to think strategically while taking personal responsibility for delivery.
- Experience within the charity sector would be advantageous but is not essential. We welcome candidates who can bring strong commercial thinking, exceptional relationship skills and relevant experience from other sectors.
- Hold a full UK driving licence and have access to a vehicle for work purposes.

Person Specification

Personal Attributes

- **Ambitious:** motivated to grow Smile's relationships, income, influence and impact.
- **Relationship-driven:** genuinely enjoys building strong, trusted and lasting relationships.
- **Entrepreneurial:** sees opportunities, develops ideas and turns them into action.
- **Commercially minded:** understands value, investment and what makes a partnership successful for everyone involved.
- **Strategic:** able to see the bigger picture while translating strategy into delivery.
- **Credible:** confident representing Smile with senior leaders, businesses, funders, philanthropists and influential stakeholders.
- **A natural connector:** able to bring people, organisations and opportunities together.
- **Persistent and resilient:** comfortable developing relationships over time and following opportunities through.
- **Creative:** prepared to challenge established approaches and develop new partnerships, propositions, campaigns and opportunities.
- **Accountable:** comfortable owning outcomes and being measured against results.
- **Collaborative:** able to work across the organisation and bring colleagues with them.
- **Impact-driven:** understands that partnerships, fundraising, communications and events ultimately exist to increase Smile's ability to make a difference.
- **Values-led:** demonstrates integrity, generosity, collaboration and a genuine commitment to Smile's mission.

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