Smile foundation



Corporate Partnerships & Engagement 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.

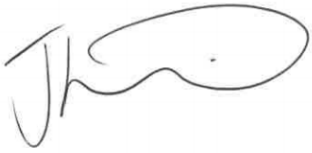
At Smile, we exist to support and strengthen the incredible voluntary, community, and social enterprise (VCSE) sector that forms the backbone of local life. Our role is to work alongside community leaders, volunteers, and organisations of all sizes, helping them to thrive, grow, and deliver lasting impact. 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:
Corporate Partnerships & Engagement Lead, The Health Tree Foundation

Reports to:
Strategic Fundraising Manager, The Health Tree Foundation

Responsible for:
Corporate engagement, place-based partnerships, business relationships, income generation, and stakeholder engagement

Salary:
£35,000 Pro Rata

Location:
Hybrid working across Northern Lincolnshire and Goole NHS Foundation Trust sites, including Scunthorpe General Hospital, Diana Princess of Wales Hospital (Grimsby), and Goole & District Hospital.

Hours:
30 Hours per week Fixed Term Contract until 30 June 2028

Closing date:
27 November 2026



About the Role

The Corporate Partnerships & Engagement Lead will lead The Health Tree Foundation's corporate engagement and partnership development activity. The postholder will be responsible for building and sustaining meaningful relationships with businesses, employers, and place-based partners across Northern Lincolnshire and Goole, positioning The Health Tree Foundation as a credible, visible and valued partner for local philanthropic and social investment.

This role is focused on creating strong, long-term partnerships that connect local organisations and businesses with the Charity's mission to improve health outcomes, patient experience and community wellbeing. The postholder will lead a relationship-led approach to engagement, identifying shared value, creating partnership opportunities, and developing tailored propositions that inspire support, investment and collaboration.

The role will work closely with local and regional businesses, employers, anchor institutions, community organisations, NHS leaders, and Smile Foundation colleagues to strengthen The Health Tree Foundation's profile and create a strong network of engaged corporate and place-based supporters. The postholder will play a key role in developing partnerships that go beyond sponsorship, helping to create strategic relationships rooted in shared ambition, local impact and long-term value.

We are looking for a confident, outward-facing and strategically minded professional who is highly skilled at relationship building, spotting opportunities, and turning local connections into meaningful partnerships. The successful candidate will need to evidence strong experience of corporate engagement, business development or partnership management, alongside the ability to represent Health Tree Foundation with credibility, warmth and ambition.

The role will contribute directly to income growth, profile raising and stakeholder engagement by building a strong pipeline of business partnerships and place-based collaborations across the Foundation's footprint.

Key Role Responsibilities

1. Corporate and Place-Based Partnership Strategy

- Develop and deliver a corporate and place-based partnership strategy that supports The Health Tree Foundation's wider mission and income ambitions.
- Identify, map and prioritise key businesses, employers, networks and place-based partners across Northern Lincolnshire and Goole.
- Build a clear pipeline of opportunities across sponsorship, charity partnerships, employee engagement, corporate giving and strategic collaborations.
- Use local intelligence, relationship insight and market awareness to identify partnership opportunities with the greatest potential for impact and growth.
- Contribute to income targets, engagement plans and partnership objectives, reporting progress to senior leadership.

2. Partnership Development and Relationship Management

- Build and maintain strong relationships with businesses, employers, networks, community organisations and anchor institutions.
- Create tailored partnership propositions that align business interests with The Health Tree Foundation's priorities and impact ambitions.
- Develop long-term partnerships that generate income, profile, advocacy and wider social value.
- Act as a key point of contact for corporate and place-based partners, ensuring excellent stewardship and relationship management.
- Convert local connections, conversations and opportunities into meaningful and sustainable partnerships.

3. Place-Based Partnership Development

- Develop partnerships that reflect local priorities, community need and the The Health Tree Foundation's role within Northern Lincolnshire and Goole.
- Work with local stakeholders to strengthen the connection between hospitals, communities and local business networks.
- Identify opportunities for collaborative campaigns, community-facing activity and shared value partnerships.
- Help position The Health Tree Foundation as the preferred local charity partner for businesses seeking to invest in local health and wellbeing.

Key Role Responsibilities

4. Visibility, Representation and External Engagement

- Act as a visible and credible ambassador for The Health Tree Foundation across local business and community networks.
- Represent the Foundation at meetings, events, networking opportunities and partnership forums.
- Develop strong external messaging that helps communicate the Foundation's impact, relevance and partnership offer.
- Support the development of campaigns, engagement activity and promotional opportunities that strengthen profile and attract new partners.

5. Income Development and Opportunity Creation

- Identify and develop opportunities for corporate giving, sponsorship, strategic partnerships, events and employee fundraising.
- Support the generation of income through relationship-led activity and well-developed business cases.
- Work with colleagues to create partnership packages and opportunities that are commercially aware and locally relevant.
- Contribute to a sustainable and diversified income base by securing support from businesses and place-based partners.

6. Reporting, Administration and Governance

- Maintain accurate partnership records, pipelines and contact management information.
- Monitor partnership activity, income contribution, engagement levels and outcomes.
- Produce clear reports, updates and briefing information for senior leaders and stakeholders.
- Support robust governance, financial administration and performance monitoring across partnership activity.
- Ensure all activity is delivered in line with charity, fundraising and organisational policies and requirements.

Person Specification

Essential Experience

- Experience of developing and managing partnerships with businesses, employers, community organisations, or external stakeholders.
- A strong track record of building relationships that lead to measurable engagement, income, collaboration, or wider strategic value.
- Experience of corporate engagement, partnership development, account management, fundraising, or business development in a role focused on external relationship growth.
- Experience of representing an organisation externally and building credibility with senior stakeholders.
- Experience of developing tailored propositions, partnership offers, or engagement plans.
- Experience of managing pipelines, opportunities, or portfolios and tracking progress against objectives.
- Experience of working in a role that combines relationship building, communication, and income or engagement outcomes.

Desirable Experience

- Experience of working in a charity, healthcare, NHS, place-based, or community-focused organisation.
- Experience of corporate fundraising, sponsorship development, employer engagement, or local business partnership building.
- Experience of working with marketing, communications, or events teams to strengthen profile and engagement.
- Experience of developing partnerships that deliver both income and wider social value.
- Experience of working across multiple sites, communities, or stakeholder groups.

Qualifications

- Educated to degree level or able to demonstrate equivalent professional experience.
- A recognised professional qualification in fundraising, relationship management, project management, business development, or charity leadership is desirable, and candidates should be able to demonstrate how this has informed their practice.
- Evidence of continuing professional development relevant to partnerships, fundraising, stakeholder engagement, leadership, or income generation.

Person Specification

Essential Skills & Knowledge

You will be able to demonstrate:

- Excellent relationship-building skills, with the ability to connect confidently and credibly with a wide range of businesses, partners, employers and stakeholders.
- Strong communication and influencing skills, with the ability to present the Foundation's work in a compelling, engaging and professional way.
- The ability to identify partnership opportunities, understand partner motivations, and shape tailored propositions that create shared value.
- Strong commercial awareness and an understanding of what drives business engagement, corporate responsibility and local partnership working.
- Excellent organisational and administrative skills, with the ability to manage multiple relationships, opportunities and priorities effectively.
- Confidence in using data, pipelines and performance information to monitor activity and inform decisions.
- Strong written communication skills, including the ability to develop proposals, briefing papers and engagement materials.
- The ability to work independently, use initiative, and maintain momentum in a role that requires proactive external engagement.
- Good understanding of partnership working, stakeholder management and relationship stewardship.
- Commitment to acting with professionalism, integrity and accountability in all external relationships.

Values, Behaviours & Personal Attributes

We are looking for a warm, confident and purpose-driven individual who is passionate about building meaningful local relationships that make a tangible difference. You will be someone who embodies HEY Smile Foundation's values of being impact driven, working in collaboration, showing generosity, and acting with integrity in all that you do.

- **Impact-driven:** You will be motivated by creating partnerships that lead to meaningful local outcomes and stronger support for health and wellbeing.

- **Collaborative:** You will be skilled at building trust, creating shared value and bringing people together around common goals.

- **Generous:** You will bring warmth, openness and a genuine commitment to investing in relationships and supporting others.

- **Integrity:**
  - You will act honestly, professionally and accountably, representing the Foundation with credibility and care.
  - You will also be proactive, outward-facing, resilient and confident in creating opportunities through strong local engagement.

Other Requirements

- A willingness to work flexibly, including occasional evenings and weekends, in line with the needs of networking, events and stakeholder engagement.
- Ability and willingness to travel regularly across Trust sites and partner locations.
- Commitment to equality, inclusion, safeguarding and the respectful involvement of patients, staff, donors, partners and communities.
- Commitment to maintaining accurate records, using systems effectively, and contributing to robust monitoring and reporting.
- A commitment to continuous learning and keeping up to date with developments in partnership working, local engagement and corporate giving.

Success Measures

Success within the role will be measured through:

- Growth in the number, value and quality of corporate and place-based partnerships secured and sustained.
- Increased engagement and visibility across local business and community networks.
- Development of a strong and sustainable pipeline of partnership opportunities across businesses, employers and local networks.
- Growth in income, sponsorship, in-kind support or wider partnership value generated through corporate engagement.
- Positive stakeholder feedback and strong partner retention.
- Increased awareness and recognition of The Health Tree Foundation as a trusted local charity partner.

Why This Role Matters

This role is about much more than corporate fundraising alone.

It is about connecting The Health Tree Foundation to the businesses, employers and local partners who care about the future of their communities, creating partnerships that bring together local pride, social value and practical support for better health and wellbeing across Northern Lincolnshire and Goole.



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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