##### JOB DESCRIPTION

This Job Description is indicative only, and does not form part of the Statement of Terms and Conditions or Contract of Employment of the post holder.

*The job as described will be reviewed on a regular basis to respond to the changing needs of the post and of the organisation.*

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| **Job Title:** | Friendship Alliance Co-ordinator |
| **Base:** | 119 London St, Reading, RG1 4QAExtensive travel and office base in Wokingham |
| **Employer:** | Age UK Berkshire:Company No. 7928260, Charity No. 1146462 |
| **Hours of work:** | 37.5 hours per week |
| **Salary:** | £20,202 pa |
| **Responsible to:** | Friendship Alliance Project Manager |
| **Responsible for:** | Friendship volunteers |
| **Terms and Conditions:** | All terms and conditions are in accordance with the standard terms and conditions of employment with Age UK Berkshire.Details of these can be found in your Contract (Statement of Terms and Conditions of Employment). |
| **Special Conditions:** | Local travel during work will be required, for which mileage allowance or public transport costs will be paid. Access to a car is preferred. |
| Occasional evening and weekend work may be necessary, for which time off in lieu on an hour-by-hour basis is allowed. |
| The post is subject to a satisfactory Disclosure and Barring Scheme check. |
| **Date this Job Description was last reviewed:** | November 2019 | **Closing date for applications:** | 20th January 2020 |
| **Expected date of commencement:** | Quarter 1 2020 | **Intended end of contract:** | One year |

### JOB SUMMARY

To support the Friendship alliance lead to tackle loneliness and social isolation across Wokingham Borough.

The role consists of marketing and communication, administration and service delivery with a view to growing the reach and awareness of the friendship alliance.

1. Lead on the promotion and awareness raising of the friendship alliance and its specific projects.
2. Working with the Friendship alliance project manager support the delivery of identified services including Friendship alliance champions network, Chatty café network and strong community/ neighbourhood engagement.
3. Deliver and execute marketing and communications strategy across all media to support, promote and increase awareness of the friendship alliance and its work.
4. Develop and keep a wide range of stakeholders up to date and positive about supporting the alliance.
5. Target different communities, neighbourhoods and streets to develop and introduce tools to bring people together
6. Gather knowledge and information to ensure that a robust database is kept of local activities and events.
7. Support recruitment and training of volunteers for the Friendship alliance projects including Chatty cafes and friendship champions.
8. To collect data and provide information that will be used to demonstrate the achievement of milestones, and inform the monitoring, evaluation and reporting of
the programmes.
9. To prepare reports and updates to the Friendship alliance steering board and funder as required.
10. Liaise and work with partners collaboratively, ensuring opportunities for the alliance and maximised.
11. To carry out other duties commensurate with the tasks and within the competence of the postholder.
12. **PERSON SPECIFICATION:**

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| **Experience** | How measured? |
| Working or volunteering in a not for profit organisation | A, I |
| Successful management of high and varied personal and organisational workload | A, I |
| Experience of marketing and communications | A, I |
| Experience of working with older people and/or vulnerable adults | A, I |
| Experience of working in and understanding communities | A |
| **Knowledge and understanding** |
| An understanding of the needs of older people and the key issues affecting them | A, I |
| Understands need for confidentiality | I |
| An understanding of challenging behaviour | I |
| Social media and all forms of marketing | A |
| An understanding of the Wokingham Borough area | I |
| Benefits of using ICT systems to manage information | A, I |
| **Skills and abilities** |
| Customer service skills | A, I |
| Excellent listening skills and strong communication skills, written and verbal, with people from a wide range of backgrounds, to respond to their needs with sensitivity  | A, I |
| Able to deal tactfully with various people and situations | A, I |
| Ability to work under pressure as a team member, with self-assurance, self-confidence and to have a responsible approach to team work | A, I |
| Skills and abilities in use of ICT systems in order to be able to effectively locate, store and disseminate information | A, I |
| Partnership working with other organisations / agencies | A, I |
| Work on own initiative, flexibly & to the needs of the organisation and service | I |
| Able to prioritise workloads and meet targets | I |
| **Training and qualifications** |
| 5, A-C GCSE’s or equivalent, including English and Maths | A |
| Demonstrable commitment to continuing professional development | A |
| **Other** |
| Commitment to the values and ethos of Age UK Berkshire | I |
| Commitment to the principles of equality of opportunity and confidentiality | I |
| Ability to travel across the area of benefit as may be needed | A, I |

In your application form, you should endeavour to clearly show as many of the APPLICATION (A) criteria above as is possible, in order to be short-listed for interview.

Where INTERVIEW (I) criteria are shown, interview questions and procedures will be set to bring out these criteria (i.e. you will be asked to demonstrate/prove those things); in particular, for any area described above as “proven” or “demonstrable”, we will require you to actively prove or demonstrate your experience, understanding, skills or ability in that area.

Where TEST (T) criteria are shown, a specific test or exercise will be held as part of the interview process, where you will be expected to demonstrate your experience, understanding, skills or ability in that area.