

## Job Description

<b>Job Title:</b>	<b>Wellbeing Manager</b>
Responsible to:	Head of Operations
Responsible for:	Wellbeing Team
Location:	Head Office, Age UK Birmingham
Contract Type:	Permanent
Hours:	37 Hours/ week (1 FTE) (fewer hours considered; min. 30hrs/ week)
Salary:	£30,000-35,000 per annum, depending on experience

### Job Purpose

Age UK Birmingham is a growing and forward-thinking charity delivering a wide range of services and programmes for people aged 50 and over. The Wellbeing Team focuses on reducing loneliness and social isolation among older people by promoting physical and mental wellbeing through a diverse programme of social and physical activities across Birmingham, Sandwell and surrounding areas.

The Wellbeing Manager is responsible for leading the delivery and coordination of these activities, ensuring services are shaped around the needs of clients. The role also involves building and maintaining strong partnerships with funders and stakeholders to strengthen and expand provision, while integrating services across the wider organisation to enhance client experience and outcomes.

### Principal Duties

- Lead the planning, development and delivery of wellbeing programmes across Birmingham, Sandwell and surrounding areas
- Design, implement and develop new and current activities based on client needs, feedback, and emerging trends
- Ensure services are person-centred, inclusive, and promote physical and mental wellbeing
- Maintain accurate records and produce reports for internal and external stakeholders
- Monitor performance, outcomes, and impact, using data to inform service improvements
- Oversee service budgets, ensuring effective and responsible use of resources
- Manage and support the Wellbeing Team (staff and volunteers) to ensure high-quality service delivery and achievement of targets
- Support recruitment, development, and supervision of staff and volunteers
- Ensure compliance with safeguarding, health and safety, GDPR, and risk management requirements

- Promote services to increase participation, reach, and community engagement
- Establish and maintain strong partnerships with funders, stakeholders, and community organisations
- Represent the organisation at meetings, events, and partnership forums
- Contribute to organisational strategy and actively participate in senior management activities
- Undertake additional duties appropriate to the role

## Person Specification

Essential	
1.	Experience managing and delivering wellbeing, community, or activity-based programmes within a similar-sized organisation
2.	Experience of managing and motivating staff and volunteers to achieve targets and deliver high-quality services
3.	Strong ability to design, implement, and evaluate person-centred services based on client needs and feedback
4.	Experience of building and maintaining effective partnerships with funders, stakeholders, and community organisations
5.	Demonstrable experience of project planning, delivery, and performance monitoring
6.	Ability to analyse data, measure impact, and produce clear reports for a range of audiences
7.	Sound knowledge of safeguarding, risk management, data protection (GDPR), and health and safety requirements
8.	Excellent organisational skills with the ability to prioritise, manage workloads, and meet deadlines
9.	Strong communication and interpersonal skills, with the ability to engage a wide range of stakeholders
10.	A person-centred, empathetic, and inclusive approach
11.	Competent IT skills, including use of Microsoft Office and client management/ CRM systems
12.	Commitment to equality, diversity, and inclusion
13.	Willingness to occasionally travel across the service delivery area
Desirable	
1	Relevant qualification in health, social care, or community development
2	Experience working in partnership with health, social care, or VCSFE sectors
3	Knowledge of loneliness, social isolation, physical activities and barriers affecting older people