

Recruitment Pack

Communications and
Engagement Officer

Hello from our Chief Executive



Welcome!

Thank you for taking the time to explore this opportunity with Age UK Bolton.

I'm delighted you're considering joining our team!

Age UK Bolton has proudly supported older people across our borough since 1947. Today, we're one of Bolton's leading charities, working with over 20,000 of older people each year while helping shape conversations about ageing well, prevention and stronger communities. We're ambitious about what comes next.

As an organisation, we're continually evolving, looking for better ways to support older people, strengthen partnerships and create lasting impact. That means we value people who bring ideas, curiosity and a willingness to work collaboratively. We want people who care about doing good work, but who also enjoy being part of a team that encourages learning, development and trying new approaches.

Above all, we're a people organisation. Our clients, volunteers, partners and colleagues are at the heart of everything we do. We work hard, we support one another, we celebrate success together and we never lose sight of why our work matters.

If you decide to join Age UK Bolton, you'll be making a genuine contribution to the lives of older people across our community while becoming part of an organisation that's full of energy, purpose and optimism for the future.

Thank you again for considering Age UK Bolton. I hope this pack gives you a flavour of who we are, what we value and what it might feel like to be part of our team.

I wish you every success throughout the recruitment process.

Kindest regards,

Lauren McKechnie
Chief Executive, Age UK Bolton
Chair, Age UK Greater Manchester Collective

 **Bolton**
ageUK
Let's change how we age

 **Greater**
Manchester
ageUK
Collective

About us

Age UK Bolton is an **independent** charity working to improve the lives of older people across the borough.

Established in 1947, our charity now supports over 10,000 of our borough's older people each year and contributes over £3 million to Bolton's economy. Through our wide range of services, we help people remain independent, active, and connected to their communities.

In addition to our charity services, we also operate Age UK Bolton Enterprises, our wholly owned trading arm. This dynamic and innovative division enables us to develop income-generating services including Cleaning and Shopping and Handywork and Gardening, aiding our financial sustainability and ability to meet the evolving needs of older people.

Our vision is to create a Bolton borough where everyone can age well. By joining us, you'll help make this a reality.



Staff benefits

Working in the charity sector can be rewarding - but that doesn't mean you have to miss out on other benefits too. As a thank you for their hard work, we offer our staff a range of benefits for their health, general wellbeing and leisure time.

Our staff benefits

- Employer-matched pension contribution of up to 7%
- We are proud to be an accredited Real Living Wage employer
- Blue Light Card discount, with discounts on over 15,000 brands
- Access to the Bupa Employee Assistance Programme (EAP) for wellbeing and mental health support
- Level 1 Membership of UK Healthcare, our health cash plan provider
- Access to the Age UK Discounts Portal (provided by Aon), giving you money-saving offers and discounts on everyday shopping from a wide range of popular brands
- Membership of Tickets for Good, providing free and discounted tickets to events, attractions and experiences as a thank-you for working in the charity sector



Overview of the role

Salary:	£12,589.20 (£25,178.40 FTE)
Contract:	Fixed term for 6 months, with the possibility of extension dependent on the charity's requirements and funding.
Hours:	Part time - 18 hours per week (flexible)
Responsible to:	Head of Voice and Influence
Location:	The role is primarily based at Age UK Bolton's office in Bolton, with flexibility for some remote working.

Overall role purpose


The Communications and Engagement Officer will play a vital role in helping Age UK Bolton remain visible, connected and impactful during a period of sabbatical leave.

As a key member of the team, the postholder will support both internal and external communications, ensuring that clients, staff, volunteers, partners and supporters continue to receive timely, accurate and engaging information about the charity's work.

Through effective communications, storytelling and stakeholder engagement, the role will help showcase the difference Age UK Bolton makes every day, promote services and opportunities, strengthen connections across our communities, and uphold the organisation's trusted reputation and values.

The postholder will provide continuity and stability within the communications function, ensuring that the voice, profile and impact of Age UK Bolton continue to be heard and recognised across Bolton and beyond.

Main duties

- Deliver day-to-day internal and external communications across a range of channels
 - Create engaging core content for digital, print and social media platforms
 - Maintain Age UK Bolton's online presence, including website, social media and digital newsletters
 - Ensure continuity and consistency across all communications during the period of sabbatical leave
 - Act as the charity's communications touchpoint, supporting colleagues and helping to maintain the charity's profile and reach
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Key responsibilities

As Communications and Engagement Officer, you will be responsible for:

Content Creation and Storytelling

- Create and publish engaging content that promotes Age UK Bolton's services, activities, events and impact
- Ensure communications reflect the charity's values, brand guidelines and tone of voice
- Gather client, volunteer and staff stories and feedback for use across communication channels

Social Media Management

- Plan and deliver essential communications across Age UK Bolton's social media channels
- Promote services and operational updates, including activities, day-to-day operations and any service changes
- Deliver other key content such as recruitment, fundraising campaigns and cultural events as required
- Monitor social media messages, responding to messages and comments

Website Maintenance

- Maintain the Age UK Bolton website, ensuring information is accurate, accessible and up to date
- Upload service updates, news stories and other information as required
- Manage website content relating to the recruitment of staff and volunteers

Printed Media

- Maintain existing printed materials, including leaflets, posters and resources
- Working with service leads, design and produce new promotional materials to support Age UK Bolton's services
- Ensure all materials are consistent with organisational branding and messaging

Internal Communications and Operational Support

- Produce and distribute internal communications including the bi-weekly staff update and quarterly volunteer newsletter
- Produce staff and volunteer ID badges as required
- Maintain the library of communications materials, photographs and digital assets

Reporting and Impact

- Maintain existing records of communications activity and produce communications reports as required
- Working with the Head of Voice and Influence, design and produce Age UK Bolton's Quarterly Impact Report

Person specification


Essential Skills and Experience

- A proven interest in communications, marketing or digital media
- Strong written communication skills, with the ability to produce clear and engaging content for different audiences
- A solid understanding of social media platforms and knowledge of how to use them to engage charity stakeholders
- Good IT skills, including Microsoft Office
- Ability to create promotional materials using tools such as Canva
- Good organisational skills, with the ability to manage a varied workload and plan content ahead of time
- Experience of creating content for social media, websites or newsletters; either through employment, volunteering, education or personal projects

Desirable Skills and Experience

- Experience in a communications or marketing role
- Experience of using website content management systems such as WordPress
- Experience of using Canva or other graphic design software
- Knowledge of confidentiality and relevant GDPR processes
- Photography, video editing or other digital content creation skills

Personal Attributes

- Creative, enthusiastic and keen to learn more about charity communications
 - Excellent interpersonal and communication skills
 - Strong attention to detail and appreciation for high quality and purposeful media
 - Ability to build effective working relationships with colleagues, volunteers, partners and service users
 - Commitment to the values and mission of Age UK Bolton and a genuine interest in supporting older people
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Recruitment process

Age UK Bolton is **committed** to equality, diversity, and inclusion and aims to make the recruitment process as **accessible** and person-centred as possible.

To apply, please send a CV and covering letter to **recruitment@ageukbolton.org.uk**. You can also post your CV and covering letter to Age UK Bolton, The Square, 53- 55 Victoria Square, Bolton, BL1 1RZ.

If you would like an informal conversation about the role or our organisation before submitting your application, please contact Kate Woodmass via email on katewoodmass@ageukbolton.org.uk or by phone on 01204 382411.

Closing date: Sunday 9 August 2026 at 23:59

Interview date: Tuesday 25 August 2026



Contact us

Age UK Bolton
The Square
53-55 Victoria Square
Bolton
BL1 1RZ

Email: enquiries@ageukbolton.org.uk
Phone: 01204 382411
Website: www.ageuk.org.uk/bolton