



Recruitment Pack

Engage Service Manager

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



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 employer commitments



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:	£23,129.19 per annum (FTE £38,548.65)
Contract:	Permanent
Hours:	21.6 hours per week
Responsible to:	Head of Health and Enterprises
Location:	Age UK Bolton office, with travel across Bolton as required
Working pattern:	Flexible, to be agreed in line with service and organisational needs

About the Engage

Engage is the social enterprise arm of Age UK Bolton, a well-established and trusted local charity. It provides practical, paid services that help older people remain independent, safe, and well in their own homes and communities.

Our established offer includes Home Services, providing cleaning and shopping support, alongside our Handyperson and Gardening services.

Engage has an important dual purpose: providing high-quality services that older people value and trust, while generating unrestricted income to reinvest in Age UK Bolton's wider charitable work.

We have strong foundations and are ambitious about what Engage could become. We want to grow the reach and income of our existing services while developing new opportunities that respond to the changing needs of an ageing population and our local communities.

Purpose of the role

The Engage Service Manager will lead, grow and shape Age UK Bolton's social enterprise offer. This is an opportunity not simply to manage an established portfolio, but to help determine what Engage becomes next.

The postholder will combine strong business and commercial knowledge with positive people leadership and sound operational judgement. They will grow established services while identifying unmet need, developing partnerships, testing ideas and exploring new opportunities for sustainable income and social impact.

They will use financial information, customer and community insight and performance data to make informed decisions, while ensuring Engage remains firmly connected to Age UK Bolton's purpose and the needs and aspirations of older people.

Working with the Head of Health & Enterprise, the postholder will translate organisational priorities, customer and community needs and emerging opportunities into practical plans for sustainable service development and income growth.

The Service Manager will create the conditions for colleagues to perform at their best and will be an active member of Age UK Bolton's wider Leadership Team, contributing business knowledge, ideas and experience to the wider organisation.

Key responsibilities

Growth and Enterprise Development

- Develop and deliver plans to grow the income, reach and impact of Engage.
- Maximise the potential of established services, including Home Services, Handyperson and Gardening.
- Understand customer demand, local need and market opportunities and use this insight to inform growth and development.
- Identify opportunities for new services, products, partnerships and income streams that align with Age UK Bolton's purpose.
- Develop clear business cases for new opportunities and test and evaluate new approaches where appropriate.
- Strengthen referral pathways and build productive relationships with community, statutory and commercial partners.
- Work with communications and marketing colleagues to increase the visibility and reach of Engage.

Service and Customer Experience

- Provide effective day-to-day leadership and management of the Engage portfolio
- Ensure services are safe, efficient, responsive and consistently delivered to high standards.
- Maintain effective oversight of staffing, workloads, scheduling, demand and capacity.
- Maintain a strong focus on the whole customer journey, from initial enquiry through to service delivery and follow-up.
- Use customer feedback and service information to identify opportunities for improvement.
- Review systems and ways of working to improve efficiency, quality and customer experience.
- Make sound and timely operational decisions and ensure concerns and complaints are handled appropriately.

People and Leadership

- Provide positive, visible and supportive leadership to Engage staff and volunteers.
- Create the conditions for colleagues to perform at their best through clear expectations, regular feedback, support and development.
- Build a culture of ownership, learning and continuous improvement where colleagues are encouraged to contribute ideas.
- Lead by example and support colleagues positively through change and service development.
- Address performance or behavioural concerns fairly and appropriately where required.
- Promote equality, diversity and inclusion and ensure customers, staff and volunteers are treated with dignity and respect.

Finance and Performance

- Contribute to budgets, income targets and growth plans for Engage.
- Monitor and forecast income, expenditure and service performance, identifying emerging risks and opportunities.
- Maintain a clear understanding of the financial performance of individual services and the wider Engage portfolio.
- Use financial, customer and performance information to inform decisions and improvement.
- Monitor key measures including income, customer numbers, utilisation, retention, quality and customer experience.
- Ensure resources are used effectively and provide clear and accurate performance information and forecasts
- Maintain appropriate quality assurance, risk management, safeguarding and safe working arrangements.

Key responsibilities

Older People and Social Purpose

- Ensure Engage remains responsive to the needs, aspirations and experiences of older people and supports people to remain independent at home and within their communities.
- Maintain an understanding of the opportunities and challenges associated with an ageing population and use this insight to inform the development of existing and future services.
- Balance commercial opportunity and financial sustainability with positive outcomes for older people and Age UK Bolton's wider charitable purpose.

Wider Leadership

- Be an active and constructive member of Age UK Bolton's wider Leadership Team, working collaboratively with other Service Managers and the Senior Leadership Team.
- Contribute to wider organisational priorities, problem-solving and service development.
- Bring commercial thinking, customer insight and an entrepreneurial perspective to wider organisational discussions.
- Identify opportunities for services and teams to work more effectively together and champion a one-organisation approach.

Organisational Responsibilities

- Represent Age UK Bolton professionally with customers, colleagues, partners and stakeholders.
 - Work in accordance with Age UK Bolton's values, policies and procedures, including safeguarding, health and safety, confidentiality and data protection.
 - Participate in supervision, meetings, training and organisational development activities as required.
 - Undertake other duties appropriate to the level and nature of the role as reasonably required.
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Person specification

Essential skills and experience

- **Business and commercial experience** – Proven experience within a commercial, enterprise, business, sales or other income-generating environment, with evidence of achieving measurable results.
- **Income growth and development** – Evidence of growing an established service, business or customer offer and identifying opportunities for new or increased sustainable income.
- **Financial and business acumen** – Strong understanding of income, expenditure, costs, pricing and financial sustainability, with experience of monitoring and forecasting performance and using financial information to make decisions.
- **Operational management** – Experience of successfully managing and improving a service, business or customer-facing operation, balancing quality, efficiency and customer experience.
- **People leadership** – Strong people-management and leadership experience, with the ability to develop people, set clear expectations, create ownership and bring colleagues with you through change.
- **Entrepreneurial and customer-focused approach** – The ability to understand customers and communities, identify unmet need and opportunities, generate ideas and translate them into practical and sustainable action.
- **Communication and collaboration** – Strong relationship-building, communication and influencing skills, with the ability to build partnerships and contribute effectively as part of a wider Leadership Team.
- **Commitment to older people and social purpose** – An understanding of, or the ability to quickly develop an understanding of, the opportunities, needs and challenges associated with an ageing population, with a genuine commitment to combining commercial success with positive outcomes for older people

Desirable skills and experience

- Experience of developing new services, products or income streams from idea through to implementation.
 - Experience of marketing or customer acquisition and growing a customer base.
 - Experience of developing commercial, corporate, community or strategic partnerships.
 - Experience of managing budgets or holding responsibility for the financial performance of a service or business area.
 - Experience of fundraising, philanthropy, sponsorship or corporate engagement.
 - Experience within social enterprise, charity, VCSE, health, social care or community services.
- Knowledge of Bolton, its communities and the local partnership landscape

Person specification

The person we're looking for...

- We are looking for someone who sees the potential in Engage and is excited by the opportunity to shape what it becomes.
 - You will be commercially minded and entrepreneurial, but also people-focused and connected to our purpose. You will be comfortable with numbers and business decisions, but equally interested in understanding what older people need, what is changing within our communities and where Engage could respond.
 - You will inherit established services with strong foundations, but we want you to look beyond what Engage does today. You will spot opportunities, ask what could work differently and have the business judgement to turn good ideas into sustainable services that people value.
 - You do not need to have built your career within the charity sector. Strong commercial experience from elsewhere could bring significant value. What matters is your ability to understand the opportunities and challenges of an ageing population and use your experience to combine commercial success with positive outcomes for older people.
 - This is an opportunity to take real ownership of a developing social enterprise within a well-established and trusted local charity – growing its income, impact and reach and helping shape its future.
 - As Engage grows and generates additional sustainable income, the role may also grow from 21 hours per week to a full-time 36-hour position.
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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 Vicky Hitchen via email on vickyhitchen@ageukbolton.org.uk or by phone on 01204 382411.

Closing date: 2nd November 2026 at 9.00am

Interview date: 9th November 2026



Contact us

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The Square
53-55 Victoria Square
Bolton
BL1 1RZ

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