

Recruitment Pack

Befriending Coordinator x 2 (Part Time, 28 and 21 hours per week)



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To reach, involve, support, and connect people so they can age well in Croydon.

Equality and Diversity

Age UK Croydon is an equal opportunities employer and any discrimination or harassment on the grounds of colour, sex, race, nationality, religion, ethnic origin, sexual orientation, disability, marital status, domestic circumstances, trade union membership/non-membership, or age will not be tolerated.

Privacy Policy

As prospective employees of Age UK Croydon, we think it's important you know the types of data we process about you. Please click on the following link to find our Privacy Policy: <https://www.ageuk.org.uk/croydon/about-us/our-policies/>

Background Information

Age UK Croydon is one of the largest charities in Croydon and we have been representing the interests of older people across the borough for over 25 years.

We have an expert team of staff and volunteers who work together to deliver our extensive range of services and activities right across the borough. With services spanning information and advice, health, wellbeing, falls prevention, dementia support, one to one personal independence coordinators, befriending and social activities, Age UK Croydon offers a holistic solution for older people to access the services they require in one place.

OUR VISION

Valuing ageing, Improving Lives, Growing Communities

OUR MISSION

To reach, involve, support, and connect people so they can age well in Croydon.

OUR CORE VALUES are at the heart of how we work. They represent the feeling we want people to get when they work with us and they guide the decisions we make as individuals and as an organisation.

Integrity	We treat everyone equally and with respect
Inclusion	We work with people to ensure their independence
Trust	We're honest, truthful and can be relied upon
Compassion	We're warm and approachable
Continuous Improvement	We work in partnership with like-minded people

Our Strategy

Our previous strategy was developed in 2018 and during this time we have achieved several milestones.

- **Demonstrating effective collaboration** with our statutory and voluntary sector organisations through 'One Croydon Alliance' which is a pioneering programme to join up the health and social care system, to provide a more integrated, efficient, holistic, and people-centred system.
- **We launched several new initiatives** during the last few years to support older people. A key initiative has been the piloting of work in care homes to ensure that care home residents are supported and connected in the community.
- **Our Brigstock Road premises is now a community hub** every Monday, where community can drop in to get support through both statutory and voluntary organisations.

Our Strategic Objectives

- **Achieving sustained income growth**, focusing on unrestricted income, so that we can invest, innovate, and build capacity.
- **Expanding our reach in our community**, so that more people know about us and can benefit from our services. (Particular focus on making our services accessible, accessing underrepresented groups).
- **Working together to deliver a holistic client journey**, making every contact count, so that we can achieve our mission.
- **Building one diverse, skilled, and empowered team**. We will attract, retain, and nurture staff and volunteers, so that everyone fulfils their potential.
- **Becoming the organisation of choice** for funders, partners and as an employer.

How to Apply

Befriending Coordinator x2

Salary £29,571 FTE – 28 hrs/week (£23,656.80 pro rata) and 21 hrs/week (£17,742.60 pro rata)

Do you want a job that makes a positive difference in people's lives?

Age UK Croydon have an established befriending service providing one-to-one befriending for older people in their home. We are now launching a new and exciting Gift of Friendship (GoF) Programme to run alongside this existing face to face and telephone befriending service.

The GoF programme will offer a new additional person-centred companionship service where volunteers and older people are matched to reduce loneliness and isolation together. The service is person centred and dependent on the goals of the individual which could include, going for a walk, going shopping, attending activities or helping an older person to build or regain confidence in going out and about and developing more social connections.

We are looking for excellent people skills, a strong initiative, and effective communications, including an ability to build relationships with clients and volunteers, and undertake matching in an astute and sensitive manner. You will also need excellent administration skills with high levels of accuracy and attention to detail.

If you are passionate about making a difference to the lives of people in the community, and those who care for them and want to contribute to an organisation which is continuously striving to improve, then we would love to hear from you. The role will demand a division of time between the office, and out in the community completing home assessments and matching visits. The position will be subject to a satisfactory Enhanced DBS check and references.

We are committed to providing a flexible and productive working environment for all employees. Evolving technology and communication platforms enable employees to work in new and different ways, where we can meet our stakeholder needs and continue to deliver against our charitable objectives. We recognise the importance of supporting employees to have greater personal choice and maintain a healthier work/life balance.

To apply please visit <https://www.ageuk.org.uk/croydon/about-us/work-for-us/> for an application pack. You can also send an email to Executive.Assistant@ageukcroydon.org.uk to receive an application pack.

CV's will not be accepted.

If you would like to discuss this role before applying, **please call Eugenia Alibrandi on 07436 125742.** Please ensure that your application demonstrates how your experience, skills and abilities meet the criteria set out in the Person Specification. Please also ensure you complete the equal opportunities monitoring form.

Completed application forms should be signed and sent to: [**Executive.Assistant@ageukcroydon.org.uk**](mailto:Executive.Assistant@ageukcroydon.org.uk)

Applications sent by post should be marked confidential and for the attention of:

Human Resources - Age UK Croydon, 81 Brigstock Road, Thornton Heath, CR7 7JH

Due to the high volume of applications received, we regret we shall not be able to contact applicants who are not shortlisted for interview.

Closing date for applications: 9am 2nd July 2025

Interview Dates: Tuesday 8th July 2025

Job Description

Title:	Befriending Coordinator x2
Reporting to:	Befriending Manager
Responsible for:	Befriending volunteers
Salary	£29,571 FTE - 28hrs/week (£23,656.80) and 21hrs/week (£17,742.60) pro rata
Contract:	Part time
Pension:	Auto enrolment applies
Location:	Hybrid working, with regular travel in Croydon Office: Age UK Croydon, 81 Brigstock Road, Thornton Heath, CR7 7JH

Context for the Role

Age UK Croydon has an established befriending service providing one-to-one befriending for older people in their home.

We are now launching a new and exciting Gift of Friendship (GoF) Programme to run alongside this existing face to face and telephone befriending service.

The GoF Programme will offer a new and additional person-centred companionship service where volunteers and older people are matched to reduce loneliness and isolation together. The service is person centred and dependent on the goals of the individual which could include, going for a walk, going shopping, attending activities or helping an older person to build or regain confidence in going out and about and developing more social connections.

Purpose of the Role

Carry out a guided conversation with an older person referred to the service to identify their goals for reducing isolation and loneliness. Getting to know the person so that they can be matched with a volunteer to meet with a person weekly over 6 months supporting them to achieve their goals, building confidence and improving their social interaction. Recruit, train and support volunteers in the role to ensure that the relationship with the client is mutually rewarding and effective.

Befriending Coordinators adopt a person-centred approach; they carefully listen to and respect the wishes of people they support. They help them identify and work towards a number of wellbeing goals, thereby supporting them to build confidence to get out and about or develop new friendships in order to reduce loneliness and isolation or maintain their independence and wellbeing. Coordinators equally develop person centred supportive relationships with our incredible volunteers to support them in this role.

Working conditions:

- The post requires the ability to travel around the whole borough in a timely manner with frequent travel to home visits and meetings.
- The post involves lone working and visiting people in their own homes and may at times involve dealing with difficult and emotional situations, although training and support is provided.

Main duties and key tasks

Clients

- Assess new referrals and complete Guided Conversation with clients to assess their needs re their experiences of loneliness and social isolation.
- Use goal setting to establish clients' aims and create a support plan.
- Conduct risk assessment and manage risks
- Oversee the clients experience of being befriended and carry out regular Reviews.

Volunteers

- Lead and grow a team of motivated volunteer befrienders.
- Support the Befriending Manager to recruit and onboard volunteers into the service
- Train volunteer befrienders to deliver effective support and achieve the outcomes of reduced loneliness and social isolation.
- Match volunteer befrienders and clients.
- Provide on-going advice, support, and supervision to volunteers in their befriending activity -including managing a successful ending and/or transition away from the service as appropriate.
- Ensure best practice in all aspects of volunteer management including processing expenses, managing time allocation and regular updates on
- Maintain accurate volunteer engagement and activity records.
- Responsible for ensuring volunteers adhere to Health & Safety Policy and procedure.

Customer Relationship Management

- Act as the central point for all incoming enquiries for Befriending services.
- Add all new clients to the CharityLog database.
- Log client and volunteer activity and accurately capture and maintain data in accordance with data protection policies and procedures.
- Identify opportunities for clients to benefit from our wider services and signpost as required.

Quality processes

- Maintain accurate client records on Charity Log database
- Ensure that regular customer satisfaction surveys are conducted.
- Collect service outcome measures and support the Befriending Manager with data analysis.
- To work in accordance with Age UK Croydon policies, procedures and quality frameworks including equal opportunities, data protection/confidentiality, safeguarding and health and safety requirements.
- Ensure that all complaints are logged and acted upon according to the complaint's procedure.

Other

- Support colleagues within the Befriending Team, by covering during annual leave and where appropriate, discussing problems and sharing useful information.
- To undertake relevant training as required by the organisation and agreed with your line manager.
- To be an Ambassador for the Charity, positively always promoting the organisation and its services.
- To undertake other such responsibilities and duties as may be reasonably required by your line manager within the level and grading of the post and to work flexibly as required.

PERSON SPECIFICATION

	Requirements:	Essential/Desirable:
Experience/ Knowledge	1 year or more experience working with older people either in a formal or informal capacity	E
	An understanding of the impacts of loneliness and isolation	E
	Knowledge of best practice in volunteer management and demonstrable experience of working successfully with volunteers	E
	Experience of person-centred and holistic working	E
	Experience in accurate record keeping including Customer Relationship Management systems	E
	Awareness of the issues affecting older people and the quality of later life	D
	Experience of delivering a befriending service or similar service	D
	Supervisory experience	D
	Knowledge of service-related health & safety, risk and safeguarding processes	D
Skills and Abilities	A proven ability to motivate people, volunteers, and clients to achieve positive outcomes and empower success	E
	Ability to organise and motivate self, manage own time and priorities and take appropriate responsibility	E
	Confident listening, communication and interpersonal skills	E
	Ability to listen to others and to explain things clearly without jargon or being patronising	E
	Competent use of MS Office (Word, PowerPoint, Excel and email)	E
	Ability to write clear and accurate notes in a timely manner	E
	Ability to reflect on own performance with willingness and interest in learning and attend training	E
	Ability to monitor and to prepare quality performance management reports	D
Other	Ability and willingness to travel throughout Croydon as required.	E
	Commitment to equal opportunities to all members of the community	E
	Supportive of the charity's aims and objectives	E