

## Dementia Carers Group Support Advisor Application Pack



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## 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.

<b>Integrity</b>	We treat everyone equally and with respect
<b>Inclusion</b>	We respect diversity and champion accessibility
<b>Trust</b>	We're honest, truthful and can be relied upon
<b>Compassion</b>	We're warm and approachable
<b>Continuous Improvement</b>	We strive to become better every day by listening and implementing feedback

### 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.

**Dementia Carers Group Support Advisor**  
**Fixed Term contract to September 2026 / 8 hours per week + 1 evening per month Zoom Session / Salary £6306.00 pro rata (£27,331.00 FTE)**

**Part time Dementia Carers Group Support Advisor**

Are you an experienced dementia advisor? Could you facilitate Carers Groups, helping those people who are unpaid carers to access peer support, information, guidance and advice as appropriate?

Age UK Croydon deliver 2 Memory Tree Cafés (dementia cafés) in Croydon and 2 Memory Tree Cafés in a Care Home. We are keen to support the people who support those living with dementia both identified and unidentified, unpaid carers.

We are establishing 3 face to face carer groups at our Memory Tree cafes one of which will be on one Saturday a month. We are also trialling an online zoom call to reach those who cannot leave their loved one or are working and do not have time during the day.

If you have experience in working with groups, supporting people living with dementia and a passion for helping those people and their carers to live well with dementia, we would love to hear from you.

To apply please visit [www.ageuk.org.uk/croydon](http://www.ageuk.org.uk/croydon) for an application pack. You can also send an email to [Executive.Assistant@ageukcroydon.org.uk](mailto:Executive.Assistant@ageukcroydon.org.uk) to receive an application pack.

**CV's will not be accepted.**

Please ensure that your application demonstrates how your experience, skills and abilities meet the criteria set out in the **Person Specification** and **provide specific examples of these**.

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 – Recruitment, Age UK Croydon, 81 Brigstock Road, Thornton Heath, CR7 7JH**

**Closing date for applications: 9am, Friday 26<sup>th</sup> September 2025**

**Interview Dates: Wednesday, 1<sup>st</sup> October 2025**

**This post is subject to a Disclosure and Barring Service check**

## Job Description

<b>Title:</b>	<b>Dementia Carers Group Support Advisor</b>
<b>Reporting to:</b>	<b>Healthier Lifestyles Manager</b>
<b>Responsible for:</b>	<b>Volunteers</b>
<b>Salary</b>	<b>£27,331 FTE £6,306 Pro Rata</b>
<b>Hours:</b>	<b>8 hours per week plus 1 evening per month zoom session</b>
<b>Contract:</b>	<b>Fixed Term Contract to September 2026 (potential for further funding)</b>
<b>Pension:</b>	<b>Auto enrolment applies</b>
<b>Location:</b>	<b>Hybrid working, with regular travel in Croydon</b>
<b>Office:</b>	<b>Age UK Croydon, 81 Brigstock Road, Thornton Heath, CR7 7JH</b>

### Background to Role

Age UK Croydon is passionate about achieving our mission to reach, involve, support and connect people so they can age well in Croydon. We are also passionate about supporting older people living with a diagnosis of dementia and their carers. We want to do more of this through our Memory Tree Café dementia support groups. We host a weekly Memory Tree Café at our community hall and a fortnightly Memory Tree Café on Saturday in a community setting in East Croydon. We also deliver 2 Memory Tree Cafés in a care home weekly. The cafés and combine music and singing, dancing, reminiscence, exercise, activity and social interaction providing a safe and relaxing environment for older people living with dementia and their carers

We are now expanding our support to implement a Dementia Carers Support Group which will run alongside our Memory Tree cafés enabling carers to join the group while their loved one is supported at the café or enabling a carer to attend a monthly evening zoom group especially for those carers who cannot leave their loved one or who may be working during the day. We are looking for an experienced Dementia Advisor to lead and develop this group

### Purpose of the Role

- Set up and deliver 3 monthly face to face group sessions in tandem with our Memory Tree Cafes plus one monthly online zoom session to include working carers and those who are unable to leave their loved one.
- Deliver a centred programme of accessible emotional and practical support for carers to help to improve their understanding of dementia in a group setting.
- Provide carers of people living with dementia with the opportunity to meet with peers, share ideas and experiences and learn together in a safe environment.
- Increase confidence and independence by supporting carers to learn, understand and access the appropriate local support available alongside practical suggestions for support of the person with dementia.
- Create a safe, structured space for carers and their loved ones.
- Increase reach and participation of new carers (those who may not identify as carers) of people living with dementia.
- This list is not exhaustive

### Main Duties and Responsibilities will include (but are not limited to)

- Organising and planning the monthly carer support groups including setting agendas and liaising with members.
- Engaging external organisations and experts to deliver information and advice on different aspects of dementia support at the groups
- Researching sources of information and support in Croydon
- Preparing resources for use at the groups including handouts, activity material and information
- Connecting with members of the group to sign post and refer as appropriate
- Liaising with the MTC Project Officers to coordinate activities and contribute to support for carers loved ones
- Organise and deliver monthly zoom sessions
- Maintain accurate records of attendance, activity and outcomes in line with the contract Key performance indicators
- This list is not exhaustive

## Person Specification

This post is subject to a disclosure and Barring Service check.

<b>Personal Qualities</b>	<b>E = Essential D =Desirable</b>
Drive, energy and enthusiasm	E
Friendly, empathetic and approachable	E
Self-motivated and hard working	E
Committed to person centred working	E
Committed to working as part of a highly diverse staff and volunteer team work force	E
Committed to the core values and objectives of the organisation	E
<b>Experience and Knowledge:</b>	
Good knowledge of dementia and supporting people living with a diagnosis of dementia	E
Good understanding of the issues affecting the health and well-being of older people including exercise, healthy eating, nutrition and malnutrition, social interaction	E
Good understanding of the needs of older people including dementia	D
Experience of organizing and supporting group engagement sessions	D
Excellent working knowledge of administration processes and systems including database (training on our system will be provided) and recording activity data	E
Good knowledge of IT systems including Excel, Powerpoint and Word	E
Experience or knowledge of the health and social care sector	D
Experience of Environmental Health and/or Health and Safety Risk Assessment	D
<b>Skills and Abilities</b>	
Educated to at least NVQ Level 3 or equivalent	E
Excellent Problem-solving skills	E
Ability to work collaboratively and develop effective partnerships and relationships	E
Excellent literacy and numeracy skills	E
Good time management and organisational skills	E
Ability to listen and communicate effectively with a diverse group of people	E
<b>Practical Considerations</b>	E
Clean driving licence and access to a car	D
Ability to travel around the borough in a timely manner	E