

Healthier Lifestyles Service Manager Recruitment Pack



This pack contains the following sections:

AUKC Background Information	Page 3
How to Apply	Page 4
Job Description	Page 5-7
Person Specification	Page 8-9

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 respect diversity and champion accessibility
Trust	We're honest, truthful and can be relied upon
Compassion	We're warm and approachable
Continuous Improvement	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.

How to Apply

Title:	Healthy Lifestyles Service Manager
Reporting to:	Programmes Director
Responsible for:	Staff and volunteers
Salary	£39,000
Contract:	35 hours weekly
Pension:	Auto enrolment applies
Location:	Hybrid working, with regular travel in Croydon
Office:	Age UK Croydon, 81 Brigstock Road, Thornton Heath, CR7 7JH

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. The Healthier Lifestyle Service at Age UK Croydon offers a range of inclusive and accessible activities and events across the borough of Croydon combining, exercise, health checks, health talks and social engagement in a variety of local settings.

About the Role

We are looking for an experienced and enthusiastic Service Manager to lead our Healthier Lifestyle team which includes a team of 3 part time Project Officers, 2 x Dementia Project officer 1 x Dementia Carers Group Support Adviser and a great team of volunteers.

Addressing health inequalities and fulfilling our mission means that the Healthier Lifestyles service has opportunity to grow and expand. We want to reach younger older people to encourage "Act Now Age Well". An important element of this role will be looking for opportunities to develop existing services and introduce a new services including some paid services. The Healthier Lifestyles Manager is a member of the Integrated Leadership team to support our One Organisation One team ethos for integrated working and holistic support for the older residents of Croydon.

Some duties will include (but are not limited to) –

- Monitor and manage workload, organise schedules, ensuring that work is purposeful, targets are clear and support staff to reach their potential and feel valued.
- Support staff with regular supervision using the Age UK Croydon Empowerment Striving for Excellence, Innovation process
- Recruit and manage staff in line with Age UK Croydon's policies and guarantee that efficient and effective procedures are in place.
- Oversee recruitment and support for volunteers across the service.
- Carry out regular supervision and appraisals and provide encouragement and support for staff including encouraging skills development and progression
- This list is not exhaustive.

To apply please visit www.ageuk.org.uk/croydon 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.** 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

If you would like to discuss this role before applying, **please call Susan Underhill on 07741197943**

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: 12pm, 18th September 2025

Interview Dates: 24th September 2025

This post is subject to a Disclosure and Barring Service check

Job Description

Title:	Healthy Lifestyles Service Manager
Reporting to:	Programmes Director
Responsible for:	Staff and volunteers
Salary	£39,000
Contract:	35 hours weekly
Pension:	Auto enrolment applies
Location:	Hybrid working, with regular travel in Croydon
Office:	Age UK Croydon, 81 Brigstock Road, Thornton Heath, CR7 7JH

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. The Healthier Lifestyle Service at Age UK Croydon offers a range of inclusive and accessible activities and events across the borough of Croydon combining, exercise, health checks, health talks and social engagement in a variety of local settings. These sessions help reduce isolation, improve independence, prevent falls, increase fitness levels and manage health conditions. They also provide social engagement and interaction, information and support around living with dementia, a safe and welcoming space for all to engage and relax.

Our dementia support activities (Memory Tree Cafés and Dementia Carers Support Group) sit within the Healthier Lifestyles Service. The weekly cafés and fortnightly Saturday café 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. Joined together with our Dementia Carers Support Group.

Our programmes are delivered in various settings across the borough including care homes, sheltered housing and community venues together with our own Brigstock Road Community Hall alongside online zoom sessions for full accessibility.

At Age UK Croydon we work as One Organisation, One Team and this means that we are able to offer a holistic person centred service tailored to the individual needs with full access to Information and Advice, Befriending, Personal Independence Coordinator and Volunteering plus a range of social groups and activities.

About the Role

We are looking for an experienced and enthusiastic Service Manager to lead our Healthier Lifestyle team which includes a team of 3 part time Project Officers, 2 x Dementia Project officer 1 x Dementia Carers Group Support Adviser and a great team of volunteers.

Addressing health inequalities and fulfilling our mission means that the Healthier Lifestyles service has opportunity to grow and expand. We want to reach younger older people to encourage “Act Now Age Well”. An important element of this role will be looking for opportunities to develop existing services and introduce new services including some paid services. The Healthier Lifestyles Manager is a member of the Integrated Leadership team to support our One Organisation One team ethos for integrated working and holistic support for the older residents of Croydon.

PURPOSE OF JOB

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

- Manage the delivery of the Healthier Lifestyles service for older people in Croydon, ensuring that we are offering a range of activities and events to encourage people to have live healthy lives through regular exercise, maintaining good health and enjoying social interaction and cognitive support.
- Support the delivery of a structured and accessible programme of exercise sessions health events encouraging local residents to make healthy lifestyle choices and maintain effective fitness levels.
- Manage the delivery of our 3 Memory Tree Cafés to reach more older residents in Croydon and grow the service provisions by exploring and applying for new funding.

- Ensure the effective and efficient operation of the service, in line with organisational policies and procedures including quality standards. .
- Oversee effective data recording for monitoring and reporting.
- Monitor outcomes and impact and prepare reports on the projects progress for Commissioners, Funders and AUKC Trustee Board
- Contribute to fundraising and income generation in collaboration with the Senior Leadership Team
- Identify new opportunities to introduce support services to complement healthy lifestyles including paid for services that enhance our current services and support ageing well.
- To highlight new trends, develop services accordingly, including identifying and preparing funding bids.
- Represent the organisation at local meetings and events alongside statutory monitoring meetings.
- Contribute to the development of partnerships and collaborative working both internally and externally
- Ensure that the service contributes to the implementation of the strategy and achievement of objectives as a member of the Leadership Team

MAIN DUTIES AND RESPONSIBILITIES

Management of staff and volunteers

- Monitor and manage workload, organise schedules, ensuring that work is purposeful, targets are clear and support staff to reach their potential and feel valued.
- Support staff with regular supervision using the Age UK Croydon Empowerment Striving for Excellence, Innovation process
- Recruit and manage staff in line with Age UK Croydon's policies and guarantee that efficient and effective procedures are in place.
- Oversee recruitment and support for volunteers across the service.
- Carry out regular supervision and appraisals and provide encouragement and support for staff including encouraging skills development and progression

Quality

- Responsible for the delivery of the projects Key Performance Indicators (KPI's)
- Measure the impact of the service and the difference made with qualitative evidence including case stories, feedback questionnaires and focus groups
- Provide signposting, information and advice on a range of healthy lifestyle choices including weight management, healthy eating, physical activity, screening programmes, etc.

Development work and social policy

- To develop services in response to service feedback, unmet need, social policy and best practice changes.
- Collect regular feedback from clients and use this feedback to implement and revise service delivery
- To identify and prepare funding applications to sustain and expand the project as required.

Communications

- Deliver talks and presentations to promote the service and more generally the profile of Age UK Croydon in the borough.
- To represent Age UK Croydon at meetings and conferences as appropriate.
- To work with other Age UK Croydon staff in the updating and dissemination of publicity material.

General requirements

- Attend leadership team meetings, staff meetings and joint working parties and project groups as appropriate.
- Implement Age UK Croydon's Equality and Diversity Policy and ensure that equality and diversity principles are incorporated into the planning, delivery and monitoring of services.
- Follow and implement all core policies and procedures
- Other such duties as may be required that are consistent with the duties and responsibilities of the post.

Person Specification

Personal Qualities	E = Essential D =Desirable
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
Experience and Knowledge:	E =Essential D = Desirable
Experience of managing a service including staff and volunteers	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 leading services to support older people living with a diagnosis of dementia	D
Excellent working knowledge of administration processes and systems	E
Good knowledge of IT systems including Excel, Powerpoint and Word	E
Good working knowledge of database working (Training on AUKC CRM Provided)	E
Experience of compiling monitoring reports, reporting on quality, performance KPIs, project outcomes and impact	E
Experience of managing budgets and providing financial reports	D
Experience of recruitment, training, and the supervision and management of staff/volunteers	E
Experience or knowledge of the health and social care sector	D
Experience of Environmental Health and/or Health and Safety Risk Assessment	D

Skills and Abilities	E = Essential D =Desirable
Educated to at least NVQ Level 3 or equivalent	E
Excellent Problem-solving skills	E
Qualifications in Health and exercise, Nutrition, chair-based exercise or standing exercise for older people	D
Excellent communication skills, both written and verbal and the ability to negotiate and network at all levels	E
Able to contribute effectively to funding applications	D
Experience of implementing service delivery plans	E
Ability to analyse and process different kinds of information and data	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
Practical Considerations	E
Clean driving licence and access to a car	D
Ability to travel around the borough in a timely manner	E

This post is subject to a Disclosure and Barring Service check