

Senior Exercise and Wellbeing Officer Recruitment 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.

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.

Senior Exercise and Wellbeing Officer
21 hours (3 days per week) Fixed-term contract to 31 March 2027, (potential to become permanent subject to funding)
Salary £18,211 Per annum (£30,352 Full Time equivalent)

A rewarding and varied role where you will make a real difference to the health, wellbeing and independence of older people.

Age UK Croydon is looking for an enthusiastic and motivated Senior Exercise and Wellbeing Officer to help guide our Healthy Lifestyles Service. Our Healthy Lifestyles Service delivers a range of activities including seated and standing exercise programmes, health checks, social engagement opportunities, health hubs and Memory Tree Cafés for people living with dementia and their carers. Services are delivered across community venues and care homes throughout Croydon.

About the Role

As our Senior Exercise and Wellbeing Officer, you will play a pivotal role in improving the health, wellbeing and independence of older people across the community. Working closely with the Healthy Lifestyles Service Manager, you will help shape and deliver a range of meaningful activities while providing day-to-day support and guidance to staff and volunteers.

Key responsibilities include (but are not limited to):

- Leading, supporting and motivating two Exercise and Wellbeing Officer and a dedicated team of volunteers.
- Delivering engaging seated and standing exercise sessions that help participants improve their mobility, strength, balance and confidence.
- Building and nurturing strong relationships with care homes, community venues, health professionals and partner organisations to maximise our reach and impact.
- Supporting the planning, development and continuous improvement of health and wellbeing programmes that make a real difference to people's lives.

This is a varied and rewarding role, offering the opportunity to combine leadership, partnership working and direct service delivery while helping older people stay active, connected and independent.

About You

We are looking for someone who is energetic, approachable and committed to supporting older people to live healthier, more connected lives. _

You will have:

- Level 2 Fitness Instructor qualification, Exercise Referral qualification, Otago Exercise Programme, REACT qualification, or another relevant physical activity, fitness, falls prevention or rehabilitation qualification.
- Experience of monitoring projects and reporting on outcomes and performance.
- Knowledge of the health and social care sector
- Strong communication, organisational and administrative skills
- Good IT skills, including Microsoft Office and database systems.
- Experience or qualifications in health promotion, nutrition, health checks, chair-based exercise or group exercise delivery.
- Experience of risk assessment and health and safety management. _

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 that you complete the equal opportunities monitoring form. Completed application forms should be signed and sent to: 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: 28th September 2026

Interview Dates: TBC

This post is subject to a Disclosure and Barring Service check

Job Description

Title:	Senior Exercise and Wellbeing Officer
Reporting to:	Healthy Lifestyles Service Manager
Salary	£18,211 Pro rata (£30,352 FTE)
Contract:	Fixed-term contract to 31 March 2027, (potential to become permanent subject to funding)
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

Our Healthy Lifestyles Service delivers a range of activities including seated and standing exercise programmes, health checks, social engagement opportunities, health hubs and Memory Tree Cafés for people living with dementia and their carers. Services are delivered across community venues and care homes throughout Croydon.

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.

The Healthier Lifestyle team at Age UK Croydon offers a range of inclusive and accessible activities and events across the borough of Croydon combining exercise and social engagement in a variety of local settings including care homes, sheltered housing and community venues. 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.

Main Duties and key tasks (but not limited to):

- Lead the delivery, development, resourcing, and promotion of Health Hubs across multiple Croydon locations.
- Support the Healthier Lifestyles Manager in supervising and mentoring two Project Officers.
- Build and maintain effective relationships with care homes, Health Hub venues, health professionals, partner organisations, and speakers to support service delivery and partnership working.
- Deliver health and wellbeing activities, including chair-based and standing exercise sessions, strength and balance classes, outreach activities, health talks, and basic health checks (blood pressure, BMI, and diabetes screening).
- Act as the main point of contact for clients, providing information, support, signposting, and referrals to appropriate services and activities.
- Plan, organise, coordinate, and promote activities in collaboration with colleagues, volunteers, and partner organisations.
- Facilitate health education sessions by delivering talks and coordinating external presenters on a range of health topics.
- Recruit, mentor, supervise, and support outreach and administrative volunteers to achieve their goals and contribute effectively to the service.
- Maintain accurate records, monitoring information, participant outcomes, and financial records in line with Age UK Croydon, CharityLog, funder, and organisational requirements.
- Ensure compliance with GDPR, including Data Protection Impact Assessments, and complete all required documentation, record keeping, and outcome monitoring.
- Conduct risk assessments for venues and activities and promote best practice in health and safety across all programmes.

- Develop and maintain knowledge of current health improvement initiatives through mandatory training and continuing professional development, including safeguarding, data protection, and exercise-related qualifications.
- Establish and strengthen links with voluntary, statutory, private sector, and healthcare partners to maximise local opportunities and resources.
- Comply with all Age UK Croydon policies and procedures, including those relating to Equality, Diversity and Inclusion, Health and Safeguarding, Confidentiality, and Data Protection.
- Undertake any other duties commensurate with the role as reasonably required by the Line Manager.

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 work force	E
Committed to the core values and objectives of the organisation	E
Experience and Knowledge:	E =Essential
Level 2 Fitness Instructor qualification, Exercise Referral qualification, Otago Exercise Programme, REACT qualification, or another relevant physical activity, fitness, falls prevention or rehabilitation qualification.	E
Experience and/or qualifications in health promotion/ prevention, health checks, chair-based exercise, group exercise.	D
Experience of delivering projects to groups of people	D
Experience of supervising team members and volunteers	E
Excellent working knowledge of administration processes and systems	E
Good knowledge of IT systems including Excel, PowerPoint and Word	D
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 or knowledge of the health and social care sector	E
Experience of Environmental Health and/or Health and Safety Risk Assessment	D
Skills and Abilities	
Excellent communication skills, both written and verbal and the ability to network at all levels.	E
Excellent literacy and numeracy skills	E
Good time management and organisational skills, with the ability to work alone or as part of a team.	E
Ability to listen and communicate effectively with a diverse group of people.	E
Ability to demonstrate commitment to people-centred and holistic approach to service delivery	E
Good working knowledge of MS Word, Excel and PowerPoint	E

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