

Recruitment Pack

Personal Independence Coordinator Service Manager (Full Time, 35 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 30 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

Personal Independence Coordinator (PIC) Service Manager Salary £40,560 Full Time 35 hours per week

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

Age UK Croydon's Personal Independence Coordinator (PIC) Service for older people in Croydon is recruiting for a new Service Manager. This is an exciting, rewarding senior role with the opportunity to lead pioneering programmes that are at the heart of Croydon's innovative approach to Neighbourhood Care in collaboration with the wider health and social care partners.

The PIC Service Manager is responsible for the operational and strategic management of the PIC Service and the Personal Safety Project (PSP), ensuring services continue to support independence for older people in Croydon as core members of the Integrated Neighbourhood teams, ensuring full collaboration with network partners from GPs, health services, adult social care and voluntary sector

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.

Full on the PIC Service delivery model will be provided; the important qualities we are looking for are:

- Excellent leadership, service management and communication and communication skills
- Ability to collaborate effectively with internal and external partners and stakeholders
- Proven ability to deliver innovative, high quality services
- Self-motivated and able to work flexibly, whilst maintaining good work/life balance

To apply please visit www.ageuk.org.uk/croydon 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**. Please also ensure 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: 31st March 2026

Interview Dates: 8th April 2026

Job Description

Title:	Personal Independence Coordinator Service Manager
Reporting to:	Programmes Director
Responsible for:	4x PIC Team Leaders, 1 x Senior PSP Trusted Assessor plus 17 staff
Salary:	£40,560
Contract:	Full 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

In Croydon, health and social care providers and commissioners have agreed a whole system approach is required to transform the delivery of health and care services.

The One Croydon Alliance is a partnership between Southwest London Integrated Care System, Croydon Health Services NHS Trust, Croydon Council, Voluntary and Community Sector, GP Collaborative and South London and Maudsley NHS Foundation Trust. Partnership working with the One Croydon Alliance is ground-breaking in its complexity, as it is developing transformational ways of delivering health and social care services. The PIC Service works within One Croydon's ever evolving environment and needs to be adaptable and innovative in its approach.

The PIC Service has been a core member of the Integrated Neighbourhood Team (INT) programme within Croydon for the last 8 years, supporting the delivery of an integrated Croydon health and social care system where an individual can experience seamless services and live well. Adopting a multi-disciplinary approach to working with older people who have long term health and social care needs, PICs ensure that the voice of the individual is heard and that care planning is influenced by their wishes, so independence can be improved or maintained.

Funded by Southwest London ICB, the PIC and PSP services deliver integrated, preventative, holistic and person-centred care.

Job Summary:

The Service Manager will lead and manage the delivery of the Personal Independence Coordinator Service and the Personal Safety Project. They will provide direct line management to 4 PIC Leaders and 1 Senior PSP Assessor with a larger staff team of 17, so strong team building and personnel management skills are essential. The Service Manager will maintain effective relationships with key stakeholders including health and council colleagues, commissioners and partner organisations to enhance service provision. They will be responsible for ensuring service performance meets contractual and financial KPIs whilst contributing to Age UK Croydon's strategic objectives and driving positive organisational change.

Main duties and key tasks:

Leadership and Service Delivery of PIC and PSP Services

- To ensure the efficient running of the PIC and PSP Services, providing a high quality, person-centered and accessible offer.
- Identify opportunities for innovative approaches to service delivery that comply with the requirements of the contract and in line with the health and care plan
- Collaborate, maintain effective working relationships with key integrated network partners to for continuous improvement of the service
- To work closely with the Programmes Director to deliver PIC and PSP strategic and operational planning and management.
- To work closely with commissioners to ensure that the service continues to deliver a high-quality, responsive service and complies with the One Croydon Alliance objectives and plans.
- Develop and build upon systems and processes within the PIC and PSP Services, ensuring quality and efficiency.
- Contribute to policy revision as appropriate, ensuring that Organisational policies and procedures are implemented and followed.
- Participate actively in the Age UK Croydon Leadership team, attending meetings and contributing fully to cross-organisational strands of work.
- To identify, raise and mitigate risks within the services in collaboration with the Programmes Director.
- To address customer and professional enquiries and/or complaints in regard to the PIC and PSP Services.
- To champion a culture of safeguarding, ensuring that the PIC and PSP teams are adhering to the organisation's safeguarding policies and procedures.

Monitoring and evaluating

- Regularly assess service outcomes and impact through structured monitoring and evaluation, compiling monthly and quarterly monitoring reports for funders and the trustee board.
- Ensure key performance indicators (KPIs) and contractual targets are met or exceeded.
- To support the Programmes Director to develop an impact framework for the services
- To ensure that the PIC and PSP database (Charitylog) captures data effectively for monitoring reports
- To monitor PIC and PSP caseloads, identifying and mitigating any concerns/issues in collaboration with the PIC Leaders and Senior Trusted Assessor.
- To be the budget holder for the services, overseeing effective budget management

- To work collaboratively with funders and commissioners to develop appropriate monitoring and evaluation tools including development of KPIs and outcomes for both services.
- To ensure that accurate statistics and reports are available as and when required.
- To work with the PIC and PSP teams to identify ways to ensure the service innovates and improves as a direct result of engagement with Croydon residents.

Managing People Effectively

- Embed a culture of continuous improvement by developing and empowering teams through effective management, support and professional development.
- To oversee the completion of PIC and PSP staff inductions and objectives.
- To manage ongoing recruitment and induction of the PIC and PSP staff teams.
- To provide effective line management of 4 PIC leaders and 1 Senior Trusted Assessor, supporting achievement of objectives in line with the organisation's strategy, through regular supervision meetings.
- To support and supervise in the management of the wider PIC and PSP staff and volunteer teams.
- To hold regular case management sessions with the PIC Leaders.
- To support the team in achieving its objectives, including chairing Team Leader Meetings, PIC Operational Meetings and working with leads to share duties effectively.
- Provide guidance on complex cases, attending visits where necessary.
- To approve and monitor all expense claims for the PIC leaders and Senior Trusted Assessor.
- To conduct HR meetings, including investigation and disciplinary meetings with staff when appropriate.
- To oversee management of PIC and PSP volunteers.

Building Networks and Relationships

- To develop strong relationships with the One Croydon Alliance partners, to ensure alignment with the wider Integrated Neighbourhood Team programme and maintain our strong reputation.
- To represent Age UK Croydon and the PIC and PSP services at various external meetings to network, share, learn and present the service – this includes with Age UK National and the One Croydon Alliance partners.
- To deputise for the Programmes Director when required.
- To liaise with statutory, health and voluntary sector leaders to raise awareness of the services and issues related to our client group.
- To ensure effective communication and marketing of the service.

Delivering a quality service

- Overall responsibility for ensuring that quality processes are in place and maintained including information Governance, data recording, case management and supervisions.
- To maintain an up to date knowledge of issues related to older people and best practice in the Information Governance and Safeguarding Adults at Risk field by attending training, conferences/workshops and through reading.
- Overall responsibility for encouraging and leading on regular training and development to ensure the teams are confident and engaging in continuous improvement and personal and professional development.
- In collaboration with team leaders, develop and maintain protocols and procedures to ensure best practice in the field.

Working conditions:

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

Person Specification
Personal Independence Coordinator Service Manager

Personal Qualities	E = Essential D = Desirable
Drive, energy and enthusiasm	E
Friendly, compassionate 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 workforce	E
Committed to the core values and objectives of the organisation	E
Experience and Knowledge	E = Essential D = Desirable
Experience of successfully leading a project and managing a team	E
Good understanding of the issues affecting older people and their needs	E
Excellent working knowledge of administration processes and IT systems including MS Office packages	E
Good working knowledge of database working	E
Experience of conducting risk assessments and risk management	E
Experience of dealing with customer enquiries and/or complaints	E
Experience of developing and compiling monitoring reports, reporting on quality, performance KPIs, project outcomes and impact and evaluation tools	E
Experience of managing budgets and providing financial reports	E
Experience of recruiting, training and the supervision and management of staff	E
Direct experience of supporting older people to become less isolated, retain independence and improve their health and wellbeing	D
Experience in developing and maintaining protocols and procedures to ensure quality standards and best practice in the field	D
Experience or knowledge of health and social care sector and policy	D
Experience of Environmental Health and/or Health and Safety Risk Assessment	D
Understanding of NHS Long term plan 2019- Present and Integrated Care Boards and Integrated Care Systems including Place and Neighbourhood	D
Skills and Abilities	E = Essential D = Desirable
Educated to NVQ Level 3 or equivalent	E
Excellent problem-solving skills	E
Excellent communication skills, both written and verbal and the ability to negotiate and network at all levels	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 with strong attention to detail	E

Ability to demonstrate commitment to people-centred and holistic approach to care and planning	E
Ability to analyse and process different kinds of information and data	E
Ability to work collaboratively and develop effective partnerships and relationships	E

This post is subject to a Disclosure and Barring Service check