

**Befriending Life
Links
Coordinator
Job Pack**



 **Dyfed**
age Cymru

Dear Applicant

Re: Befriending Life Links Project Coordinator Pembrokeshire

Thank you for your interest in this position.

This booklet gives information on Age Cymru Dyfed and our aims and objectives together with details of the role and the essential skills we feel are needed to fulfil it effectively.

There is no formal closing date. Applications will be reviewed as received until the position/s is/are filled. If you are interested, please therefore apply as soon as possible.

If you feel the role is for you, please complete the accompanying application forms and return to recruitment@agecymrudfyfed.org.uk.

If you are selected for interview, we will be in touch to discuss the interview process and arrange a mutually convenient time.

Regards

Caroline Davies

Head of Business Services/Deputy CEO

Who we are – Age Cymru Dyfed.

Age Cymru Ceredigion and Age Cymru Sir Gâr merged to form Age Cymru Dyfed in April 2020, supporting older residents across Pembrokeshire, Carmarthenshire and Ceredigion, the Dyfed region. The organisation is dedicated to helping individuals aged 50+ maintain independence for as long as possible and make the most of later life through a range of support and services.

The Dyfed region is popular with tourists and boasts beautiful coastlines and scenery, with almost 50% of its residents aged 50+. The rural nature of the region can make it difficult for older people to access services and stay connected to communities. Age Cymru Dyfed is aiming to achieve four operational and two organisational strategic objectives over the next three years:



Age Cymru Dyfed are proud to have achieved many accreditations that recognise the quality and standard of the work we deliver. ACD are committed to providing the highest quality support and services to individuals aged 50+, their family and carers.



Who we are.

Age Cymru Dyfed operates across Pembrokeshire, Carmarthenshire, and Ceredigion, supporting individuals over 50 to maintain independence and make the most of later life. We do this through a range of services including:

- Information advice and assistance
- Digital support
- Home help
- Advocacy
- Dementia support,
- Veteran support
- Befriending events and activities.



Our Information, Advice and Assistance Service supports every facet of later life, from how to access community care, to free benefits checks such as Carer's or Attendance Allowance and Pension Credit.

Our project Befriending Life Links helps reduce loneliness and isolation through friendship, social connections, and support getting out and about.

Digital Inclusion upskills the over fifties with online shopping, banking, and video calls skills, while our Advocacy Services help individuals express their views to ensure their rights are upheld.

There is also Dementia Advice, award-winning Byw Adref home help, and Veteran's in View - all helping to enhance later life in Dyfed.

Pembrokeshire Befriending Life Links Coordinator

This project is funded by the Welsh Government until March 2027 and then subject to further funding.

The key part of the service is to engage with the community to identify and co-ordinate social inclusion services and deliver a befriending and community re-engagement service within the local communities of West Wales.



The service comprises of a team of Coordinators throughout the three counties of Dyfed, who are supported by a Project Manager. This role is based in the Haverfordwest office and covers Pembrokeshire.

Service provision is to deliver a one-to-one befriending service in the community matching clients and volunteers. The service also initiates community groups based on interests and needs of localities and once established and running smoothly allows the community to continue to run them themselves.

Age Cymru Dyfed Pembrokeshire Befriending Life Links Coordinator

Key responsibilities of the role:

- To engage with the community and promote the project within the community setting up and facilitating self-sustaining community hubs (social groups).
- To liaise with clients/volunteers on a day-to-day basis offering opportunities for social inclusion.
- To assist people who have been isolated and lost confidence to re-engage with their community. Supporting them to attend social groups and build their confidence over a period of months.
- To identify local social inclusion services and engage with those services to help isolated people within communities.
- Promote the service to local third sector partners and those over 50.
- Promote the service to statutory partners.
- Working with the project manager and other coordinators to ensure project targets are met.

Skills, Qualities and Experience

Skills, Qualities, and Experience	Essential (E) or Desirable (D)
Educated to a good standard (<i>However, experience instead of qualifications will also be taken into consideration</i>)	Essential
Proficient in Microsoft office and other software/social media applications	Essential
Experience of working directly with older people	Desirable
Experience of engagement with the community and third sector and statutory partners.	Desirable
Experience of networking at a local level	Essential
Experience of record keeping using a customer relationship management database	Essential
Regularly Working face to face with vulnerable older people.	Essential
Welsh speaker	Desirable
A self-starting team player with good communication skills, both written and oral.	Essential
Own transport, appropriate driving licence, own car with business insurance, taxed, MOT'd and serviced annually. Documents will need to be produced at interview.	Essential

Additional requirements

- Satisfactory Enhanced DBS check and personal references
- Current full UK driving licence and full use of a car for work purposes with the appropriate business insurance cover in place

Age Cymru Dyfed - Additional Benefits



31 days annual leave inclusive of bank holidays at commencement of employment rising annually with 1 additional long service day for the first 5 years of employment.



Employer contribution to Government Nest Pension Scheme



Employment Assistance Programme - a confidential employee benefit designed to help you deal with personal and professional problems that could be affecting your home life or work life, health, and general wellbeing. Our EAP service provides a complete support network that offers expert advice and compassionate guidance 24/7. It offers a range of employee benefits including:

Free 24-hour confidential helpline to assist with Health and Wellbeing including support with:

- ✓ Stress and Anxiety
- ✓ Counselling
- ✓ Family Issues
- ✓ Bereavement
- ✓ Financial Wellbeing
- ✓ Childcare Support
- ✓ Relationship Advice
- ✓ Legal Information
- ✓ Medical Information
- ✓ Tenancy and Housing Concerns
- ✓ Alcohol and Drug Issues
- ✓ Consumer Issues



24-hour access to Virtual GP Service for employees and their family



Access to a range of discounts via the “Blue Light Card” Scheme



Eyecare Voucher Scheme