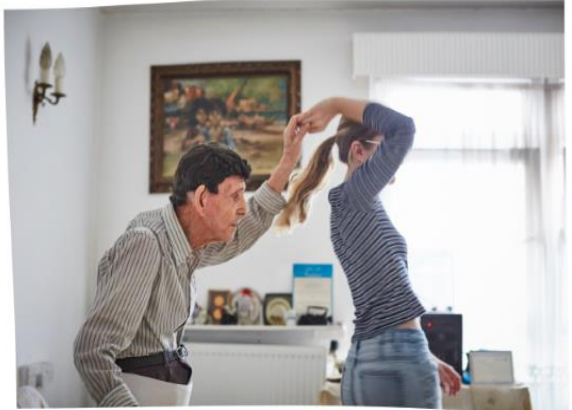




Digital Inclusion Coordinator

Recruitment Pack

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AUKEL: Our vision, values and strategy

Vision

We want East London to be a place where people age well, and where older people live happy, healthy and fulfilled lives.

Strategy

We have launched an ambitious **new five-year strategy** which was informed by the voices of older people in East London. Older people told us as part of our strategy consultation that they want to:

*Be independent,
Be connected,
Be informed and
Be heard.*

All our service delivery ambitions are clustered under these four headings.

You can read **our five-year strategy** [here](#).

You can also read more about the work we do and how our services look and feel for the older people who use them on our latest **annual account** [here](#).

Values

The way we do things is as important as what we do. We use the values agreed below, to frame our whole organisational approach.

*Kind
Accountable
Collaborative
Flexible
Inclusive*

We are committed to equity, diversity and inclusion

Age UK East London is committed to **Equity, Diversity and Inclusion (EDI)**, we recognise it as central both to our service delivery and to 'our people'. We want to build a diverse and inclusive team where everyone feels that they belong. We are aiming for a staff team that, at every level, reflects the profile of our local community and for this reason particularly welcome applications from people we want to see better represented in our organisation - people of colour, LGBTQ+ people and disabled people.

About the team

We are a friendly, welcoming team of c. 70 staff and c. 70 volunteers. As well as many new starters we have several colleagues with 20+ years of service. You can read about our senior team on our website <https://www.ageuk.org.uk/eastlondon/about-us/senior-staff/> , and here's a picture of a few of us at our EID celebration in April 2025.



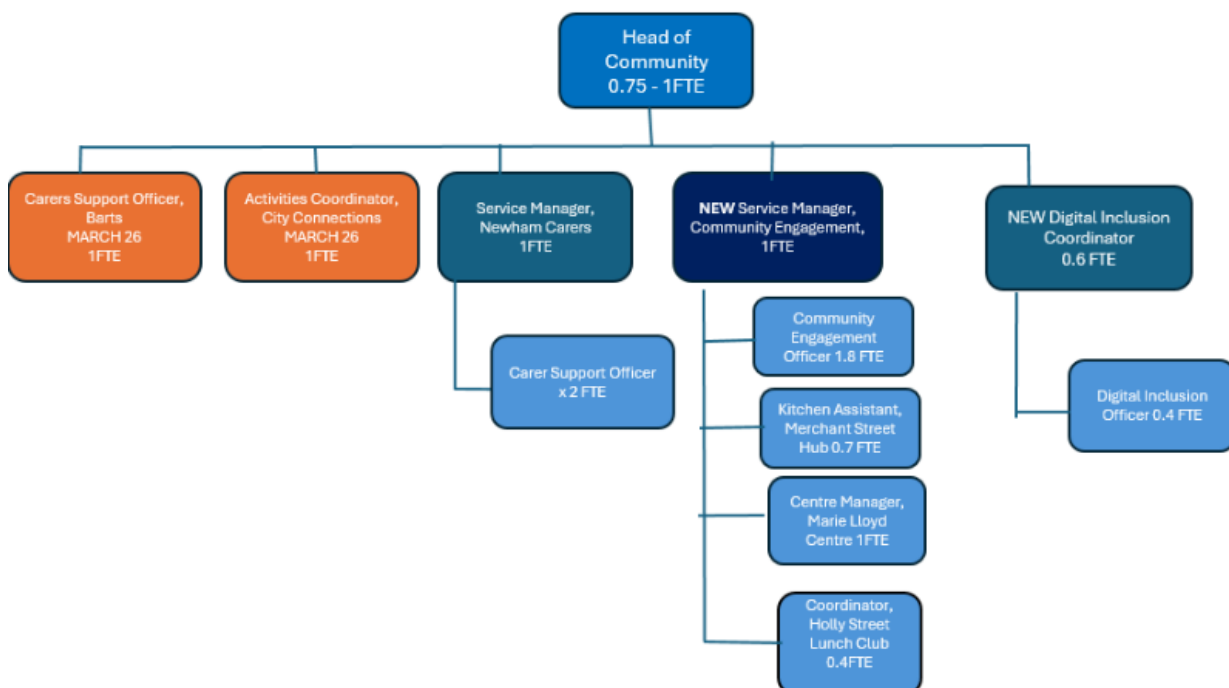
Background to the role

In our 5-year strategy, Age UK East London makes a firm commitment to providing digital inclusion support as well as full programme of online activities to older people across our 3 main boroughs. Being confident in the use of digital devices and the internet is essential for older people in combatting loneliness and isolation, accessing vital services, promoting independence and in being heard.

Whilst we have been delivering a successful digital inclusion programme for over 10 years, recent changes in funding and in our staffing have given us an opportunity to look at how we do this and what we need in order to meet our ambitions. This new role has been created to provide the focus needed to really take the programme forwards, embedding it not only within our own suite of services but also across our areas so that we are coordinating and partnering with other providers of support for older people.

We need someone with not only the digital expertise needed to develop the offer but also the energy to develop the relationships and resources needed to ensure we support as many older people to get online as possible.

Community team structure



Job description	
Job Purpose	
• To lead the development and delivery of a comprehensive digital inclusion offer for older people, ensuring equitable access to digital resources, services and opportunities. • To develop and maintain effective relationships with community organisations, statutory agencies, faith groups and local networks to strengthen collaboration, referrals and community reach. • To support Community Services, Information and Advice, Home and Hospital Services and other teams to identify and address digital exclusion amongst older people. • To coordinate the recruitment, deployment and support of volunteers involved in digital inclusion, outreach and community engagement activities. • To ensure that our digital inclusion programming is informed by community need, participant feedback and local insight.	
Key Tasks	
• Lead and develop Age UK East London's digital inclusion offer, helping older people gain the skills, confidence and access they need to benefit from digital technology. • Deliver digital inclusion support through one-to-one sessions, group activities and community outreach across Hackney, Tower Hamlets, Newham and The City. • Develop and deliver an accessible online activity offer. • Work with colleagues across Community Services, Information and Advice, Home and Hospital Services and other teams to identify and support older people experiencing digital exclusion. • Develop referral pathways and practical solutions that improve access to digital support and wider Age UK East London services. • Coordinate community engagement and outreach activities that raise awareness of services and encourage older people to get involved in their local community. • Build and maintain strong relationships with community organisations, faith groups, local services and other partners to increase collaboration and community reach. • Engage with communities experiencing isolation, disadvantage or barriers to accessing support, ensuring services are inclusive and responsive to need. • Recruit, coordinate and support volunteers involved in digital inclusion, outreach and community engagement activities. • Work collaboratively with colleagues and volunteers to promote consistent, accessible and person-centred service delivery. • Gather feedback, maintain accurate records and monitor outcomes to demonstrate impact and support continuous service improvement. • Contribute to reports for funders and stakeholders, providing evidence of community need, reach and outcomes. • Work with communications and fundraising colleagues to promote activities, share impact stories and support engagement campaigns. • Champion equality, diversity and inclusion, ensuring services are accessible to the diverse communities of East London and helping remove barriers to participation.	
General	
• To meet regularly with the Community Services Manager for support, supervision and appraisal.	

• To attend team and staff meetings, and other meetings as required. • To undertake any other duties within the competence of the post holder as may be required from time to time for the continued smooth running of Age UK East London. • To undertake all training required to fulfil the role. • To carry out the duties of the post in accordance with Age UK East London's policies and procedures including Equity and Diversity, Health & Safety, Confidentiality, Complaints, Data Protection and Safeguarding.
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Functional Links

• The role reports to the Community Services Manager - Community Engagement. • The role will work closely with Community Engagement Officers, the Volunteering Team, Information and Advice Team, Home and Hospital Services Team, Communications Team, Fundraising Team and external community partners. • The role will coordinate digital inclusion volunteers

Person Specification

Research shows that while middle class white men tend to apply for job when they meet around 60% of the criteria, women, people from the global majority, and people from other marginalised groups that encounter systematic discrimination tend to apply only when they meet all criteria. So, if you think you have what it takes, but don't meet every single aspect of the job description, please still apply!

	Essential	Desirable
Experience	• Minimum of 2 years' experience working in community settings, ideally supporting older people and ideally with some digital inclusion delivery.	
Knowledge & Understanding	• Understanding of the impact of discrimination and disadvantage on the lives of people and ability to work in a trauma-informed manner. • Understanding and commitment to safeguarding, safe online practices, and promoting the welfare of vulnerable adults and their carers. • Understanding of Data Protection and Privacy in policy and practice. • Knowledge and understanding of local health, social care and voluntary community sector services.	• Knowledge of service available locally to residents and their carers • Experience of supporting older people and knowledge of the issues affecting them.
Skills/Attributes	• Good IT skills • Can demonstrate AUKEL values (accountable, kind, flexible, inclusive, collaborative) in the way the service is delivered.	• Ability to use digital tools, assistive technologies, and provide basic troubleshooting support.

	• Commitment to learning and development and reflective practice. • Excellent written and verbal communication	
Additional Requirements	• This post is subject to the relevant check through the Disclosure & Barring Service (DBS) • Flexibility in working hours to meet organisational needs.	
Additional Info	• This job description is not intended to be exhaustive, but rather to clearly define the fundamental purpose, responsibilities and deliverables for the role. • In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management. • This JD does not form part of your contract of employment.	

Employment Details

Contract type

This permanent post is available for 21 to 28 hours per week. We welcome application for flexible working including reduced hours and other flexible working arrangements.

Location

The post holder will be expected to base themselves across our service locations - Newham, Tower Hamlets and Hackney – and our 4 main sites as the role requires. These are located at:

1. Head Office, 82 Russia Lane, London E2
2. Marie Lloyd Centre, 329 Queensbridge Rd, London E8 3LA
3. Merchant Street Hub, Bow Road Methodist Church, 1 Merchant Street, Bow, London E3 4LY
4. Stratford Advice Arcade, 107-109 The Grove, London E15 1HP

We reserve the right to add/replace addresses to the list as business demands.

Salary

This is a Grade 4 role with salary starting at £33, 241 and rising to £36,408 FTE. Plus 5% employer pension contribution.

Salaries are based on our salary bands system. This salary range refers to the lowest and top steps of the grade. Salary will progress every year until the top salary is reached.

Holiday entitlement

25 days (pro-rata for part time) of paid holiday per year plus bank holidays. This increases after two years of service to 27 days, and then a further one day per every year of service up to a maximum of 30 days after five years of service. In addition, all employees are entitled to one day off on (or around) their Birthday.

Conditions of employment

The job offer is subject to the receipt of two satisfactory Employment References, a DBS Check and evidence of relevant Qualifications.

How We Value Our People

Learning and development

We are committed to supporting our staff through a variety of training, e-learning, workshop and shadowing. A training needs assessment is carried out annually. During the appraisal and reviewed during supervision. The majority of vacancies are advertised internally to encourage staff to progress their careers within the charity.

Flexible working policy

We welcome flexible working requests from day one and anyone can make as many requests as they wish to.

Family Friendly Policy

We have a competitive Family Friendly Policy which includes maternity, paternity adoption, shared parental leave, dependency and carers leave. We have an enhanced maternity and paternity pay policy based on the length of service and we offer up to one week paid dependency leave and carer leave.

Sick leave policy

We also have a competitive sick pay policy which will give you up to 4 months full pay and 4 months half pay after 4 years of service.

Death in service insurance

We have a Death in service insurance which will help your family to cope financially should something happen to you while employed with us.

Employee assistance programme

We offer an Employee Assistance programme called WeCare which includes 24/7 online GP, Get fit programme, Mental health support, Financial and legal guidance.

Duncan Robertson Award

For the outstanding contribution to the wellbeing of older people.

Cycle to work scheme

The scheme allows employees to obtain commuter bikes and cycling accessories through their employer, whilst spreading the cost over 12 months and making unbeatable savings through a tax break

Other benefits

Through Age UK National we provide the BUPA Employee Assistance Programme, the Blue Light Discount Card, access to a discount portal provided by AON and Ticket for Good.

Next Steps

How to apply

To apply, please complete the application form on our website.

Recruitment Timetable

Deadline to receive applications: 11.59pm Monday 19th October

1st stage interviews (in person at one of our community venues): wk/c 26th October.

2nd stage interviews (in person at one of our community venues): wk/c 2nd November.

Have any questions? If you want to find out more about the recruitment process or the role, please contact HR by emailing on: hr@ageukeastlondon.org.uk