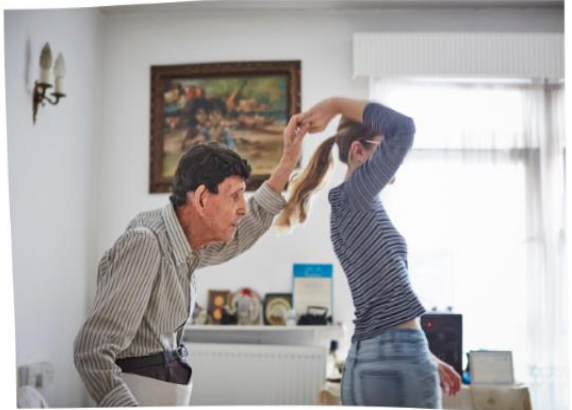




Service Manager, Community Engagement Recruitment Pack

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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

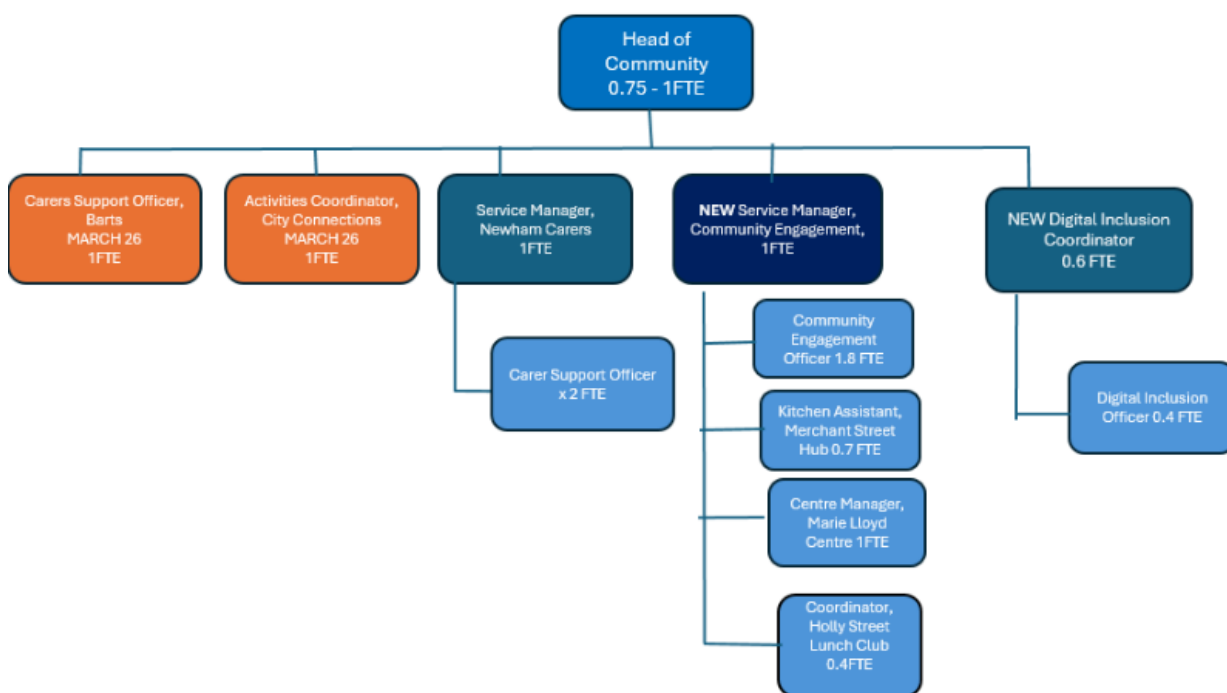
In March 2024 we published our ambitious five year strategy which set out our plans to make East London a place where people age well, and where older people live happy, healthy and fulfilled lives. We are now looking for someone with operational expertise and experience in older people's community-based activity programmes to join our team and lead the day-to-day delivery of our activities programme.

Delivered across the three richly diverse London boroughs of Hackney, Tower Hamlets and Newham our Community Engagement programme currently includes:

- **Exercise classes** to help maintain and develop fitness, strength and mobility to prevent falls and promote wellbeing (e.g through the provision of chair-based yoga and walking groups) in our centres and at outreach settings.
- **Social activities and events** giving older people the opportunity to meet and connect in our centres and in outreach settings.
- **Health talks and learning events** providing older people with the information and knowledge they need to remain healthy and independent.
- **Lunch clubs** providing healthy, warm and affordable meals as well as social connection.
- **Digital inclusion** supporting older people using digital devices and getting online.

We are able to demonstrate meaningful impact with 97% of people who use our services telling us that they feel better connected to their community and 96% stating that they are maintaining a good level of physical independence as a result of the programmes we deliver.

Community team structure



This is a new role which will consolidate our community engagement activity across all delivery venues to build efficiency, generate continual development and ensure that, no matter where an older person engages with our offer, they receive a gold standard service.

We particularly welcome applications from people from the **Global Majority**, who are currently underrepresented at more senior levels in our organisation. We are committed to building a diverse and inclusive workplace where everyone feels valued and supported.

Job description	
Job Purpose	
• To lead the operational delivery of Age UK East London's Community Services programme across The City, Hackney, Tower Hamlets and Newham. • To manage and support the Community Engagement team, ensuring high-quality, safe, accessible and responsive services are delivered to older people. • To coordinate the planning and delivery of community activities, outreach and engagement programmes in line with organisational priorities, contractual requirements and identified community need. • To ensure Community Services achieve agreed performance targets, quality standards and positive outcomes for older people. • To develop and maintain effective operational relationships with community partners, supporting referrals, collaboration and local engagement. • To create a positive, accountable and high-performing team culture that reflects Age UK East London's values.	
Key Tasks	
• Lead and manage Age UK East London's Community Engagement Service across our footprint, ensuring high-quality, accessible and impactful services for older people. • Provide leadership, supervision and support to Community Engagement Coordinators, Officers and volunteers, creating a positive, inclusive and high-performing team culture. • Oversee the planning, coordination and delivery of a diverse programme of community activities, outreach initiatives, wellbeing services and engagement opportunities that help older people stay active, connected and independent. • Ensure services are delivered safely and effectively, embedding safeguarding, health and safety, quality standards and equality, diversity and inclusion throughout all areas of delivery. • Build and maintain strong relationships with local community organisations, statutory agencies, faith groups and other stakeholders to increase engagement, strengthen referral pathways and maximise opportunities for older people. • Work collaboratively with colleagues across the organisation to ensure joined-up service delivery and a seamless experience for older people accessing support. • Monitor performance against agreed targets and outcomes, using data, feedback and insight to drive continuous improvement and demonstrate impact.	

• Support the development of services by identifying emerging needs, implementing improvements and contributing operational expertise to future planning and growth. • Work closely with communications, fundraising and volunteering colleagues to promote services, share impact and support organisational objectives. • Manage delegated budgets and resources effectively, ensuring services are delivered efficiently and sustainably.		
General		
• To meet regularly with the Head of Community Services for support, supervision and appraisal. • To attend team meetings, managers meetings, all 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, Diversity and Inclusion, Health & Safety, Confidentiality, Complaints, GDPR and Safeguarding.		
Functional Links		
Reports to: Head of Community Services Line Manages: Community Engagement Officer Digital Inclusion Coordinator Works closely with: Operations Manager and Operations Team Volunteering Team Communications Team Fundraising Team Information and Advice Team Health and Wellbeing Teams External community, voluntary, faith and statutory partners		
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	• Of delivering high-quality community-based support/services. • Of service recording and reporting.	• Of providing services to older people. • Of supporting and contributing to successful applications to funders. • Working experience within East

	• Of leading and motivating colleagues to deliver impactful services. • Understanding and commitment to safeguarding and promoting the welfare of vulnerable adults and their carers. • Of effective collaboration with internal and external stakeholders.	London
Knowledge & Understanding	• Understanding of, and expertise in, the care and support needs of older people. • 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 and promoting the welfare of vulnerable adults and their Carers.	• Knowledge and understanding of specific approaches and programme addressing specific older people's needs e.g. falls prevention; dementia.
Skills/Attributes	• Excellent spoken and written communication skills. • Excellent IT skills • Ability to give and receive feedback in a thoughtful, reflective and impactful way. • Can demonstrate commitment to AUKEL values (accountable, kind, flexible, inclusive, collaborative). • Commitment to learning and development and reflective practise.	• Fluency in one or more of our community languages. • Strong connection with, and knowledge of, the London boroughs of Hackney, Tower Hamlets or Newham.
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 either 28 or 35 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 5 role with salary starting at £38,144 and rising to £41,280. 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 21st September

1st stage interviews (online): 23rd September.

2nd stage interviews (in person at one of our community venues): 29th September

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