



Chief Executive Officer

Recruitment Pack

Age UK Northamptonshire
The William & Patricia Venton Centre
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Registered charity number 1059995
Company number 3294424

Welcome to Age UK Northamptonshire

Thank you for your interest in becoming our Chief Executive Officer.

This pack is designed to equip you with both the information and the inspiration to apply for this role. Inside, you will find a clear picture of the kind of leader we are seeking to guide the charity in the years ahead—someone who can build on our many successes, strengthen our positive reputation, and navigate the challenges we will face together.

The position of Chief Executive is both an honour and a responsibility. Under the leadership of our retiring Chief Executive, Age UK Northamptonshire has flourished—expanding our services and activities, diversifying our income streams, and, most importantly, making a lasting, positive difference in the lives of countless older people. We are proud of what we have achieved, and we are ready for the next chapter.

History of Age UK Northamptonshire

Age Concern is inextricably linked to the upheaval of the Second World War. The war made life more difficult for older people in many ways but also revealed their existing problems, particularly the unsuitability of Poor Law provision.

1940 saw the formation of the Old People's Welfare Committee (OPWC), chaired by Eleanor Rathbone.

In 1944, the OPWC adopted the title National Old People's Welfare Committee (NOPWC) to distinguish it from the growing number of local committees, their functions were to co-ordinate and facilitate local action.

Between 1950 and 1956, the number of OPWCs rose from 378 to 1200.

In 1955, the NOPWC became a Council rather than a committee to emphasise and explain its co-ordinating role.

Old People's Welfare Committees for Northampton and Northamptonshire were established around 1952.

In 1971 the new name of Age Concern was adopted. The local committees like Age Concern Northamptonshire and Age Concern Northampton gradually began to use the name. They benefited from a unified image and a well-known public name.

Age Concerns Northampton and Northamptonshire merged in 1996 adopting the new Name of Age Concern Northampton & County. It reverted to the more familiar name of Age Concern Northamptonshire in 2006

Age Concern Northamptonshire was at the forefront of the development of a Federation of all of the independent Age Concern organisations' across the country between 2000 and 2010.

In 2010 Age Concern England merged with Help the Aged to form a new national organisation which became known as Age UK. It adopted new branding and set about building its profile.

In 2011 Age Concern Northamptonshire accepted the invitation to become a Brand Partner of the national organisation sharing its branding and adopting the name Age UK Northamptonshire.

Age UK Northamptonshire benefits from its membership of this wider national family of organisations but remains the foremost, local, independent charity for older people in our county.

Our ambitions for the future are bold, and we are searching for an exceptional leader—strategic, principled, and inspiring. You will bring integrity, energy, and resilience to the role, working in partnership with our Board, our dedicated staff and volunteers, and—above all—the older people, families, and carers we serve. Together, we will build on our successes, seize new opportunities, and lead Age UK Northamptonshire into an exciting new era of impact and growth.

If you share our vision and passion, we invite you to take this next step with us. We wish you every success in your application.

Chair of Trustees Paul Bertin - Age UK Northamptonshire - August 2025

About us

The charity delivers a wide range of services that enhance the quality of life for older people, foster independence, and help prevent the challenges of fragility, poverty, and isolation. We are proud to be recognised as the leading local charity for older people in the county—a trusted organisation that they can rely on for dignity, respect, and unwavering support.

Age UK Northamptonshire is many things to many people: a source of advice, information, companionship and support.

- We help people living in Northamptonshire make the best of later life and have a secure and dignified old age.
- We provide a wide range of services to around 18,000 older people and their families every year, improving their quality of life, promoting their independence and preventing them from experiencing frailty, poverty and loneliness.
- We are a local independent charity, proud to be a member of the Age UK partnership of around 125 local charities.
- In the financial year 2024/2025 we helped people living in Northamptonshire claim ££4,981,298 in benefits.
- Our workforce is made up of 141 salaried full-time and part-time employees, 72 casual workers and 78 Domestic Care Workers. We also have 267 active volunteers [March 2025].

Our Strategic Objectives are:

- Responsive advice and information
- High quality NHS funded services
- Popular charged for services
- Competitive traded products
- Strong governance, compliance and skills
- Community funding support

Our mission is:

Age UK Northamptonshire cares for older people. We help them to make the best of life and have a secure and dignified old age.

Age UK Northamptonshire will:

- Provide a wider range of services, products and opportunities to larger numbers of older people.
- Be dependable and adaptable, businesslike but compassionate.
- Older people will recognise us as an independent charity, part of their community and the organisation that they can depend on, more than any other, to treat them like a human being.

The mission statement reflects the opportunities, but also some of the challenges the organisation faces.

- We need to sustain our services in many ways; by increasing fundraising, and by growing our charged for services.
- Growing and continuing our quality Health Funded Services.
- Although part of the bigger Age UK family, we are a local independent charity set up for older people in all local communities in Northamptonshire; this is our focus.
- We aim to be older people's first choice when they need help and support. People know that they can rely on us to deliver – we are trusted.

Our Values

- We put older people first
- We are dependable
- We are adaptable
- We are business-like, but compassionate
- We will always treat you like a human being

Our services

Age Well

We provide emotional and practical support to people age 65+ who have one or more long-term health conditions, enabling them to live independently.

Appointeeship

We can become an appointee in situations where a client or their family member is incapacitated for a time and needs help with their financial affairs.

Business and Trades Directory

An online directory to find local, reputable businesses in Northamptonshire who have been vetted by us.

Care Support at Home

Support and company at home for people age 55+, including personal care. Support for carers and the families of older people.

Charity Shops

We have nine charity shops in Northamptonshire who raise vital funds for the charity.

Collaborative Care

Support for older people registered with GP surgeries in Wellingborough, East Northants, Kettering and Corby, to enable them to stay independent and safe at home.

Community Responders Volunteer Service

Trained volunteers provide reassurance and low-level support to a person who requires urgent care and support, in their home following a referral from a health professional.

Day Centres (Charged for Service)

A safe, supportive environment for older people to meet friends, enjoy a hot meal and take part in activities in Northampton, Towcester and Kettering.

Gardening Service (Charged for Service)

Our reliable gardeners can take the worry out of keeping our clients garden tidy.

Handyperson Service (Charged for Service)

Our Handyperson's can improve safety and security around the home. Fitting of Key Safes, grabrails and various other jobs.

Home Care Cleaning Service (Charged for Service)

Our fully-vetted, reliable staff can help with domestic duties in the clients home including cleaning, light laundry, including bed changing.

Hospital Discharge and Community Team

Short-term support following discharge from hospital for older people living with longterm health conditions.

House Clearances (Charged for Service)

House and furniture removal service in Northamptonshire.

Information & Advice Service

Free, independent information and advice for people aged 55 and over. Help with benefit and Attendance Allowance claims.

Money Management Support (Charged for Service)

Help with setting up direct debits, standing orders and other regular payments for bills.

sAge Bereavement Service

Confidential advice, information and support for adults 18+ years, affected by grief.

Social Prescribing

This service takes a holistic approach, connecting people to community groups and statutory services for practical and emotional support. For adults 18+.

SPRING

A partnership of social sector organisations which work to improve the health and wellbeing of people 18+ living with a long-term physical health condition in Northamptonshire.

Telephone Befriending Service

A volunteer befriender who has been DBS checked will ring up a client on a regular basis, to have a friendly chat.

Toenail Cutting Service (Charged for Service)

Fully-trained staff can visit clients in their own home and help them look after their feet.

Trading (Charged for Service)

Personal Alarms, Deep Cleaning Services, Mobility Equipment, Home and Travel Insurance, Continence Products, Wills and Power of Attorney, Make a Smile Lottery.

Our services are provided by both paid staff and volunteers.

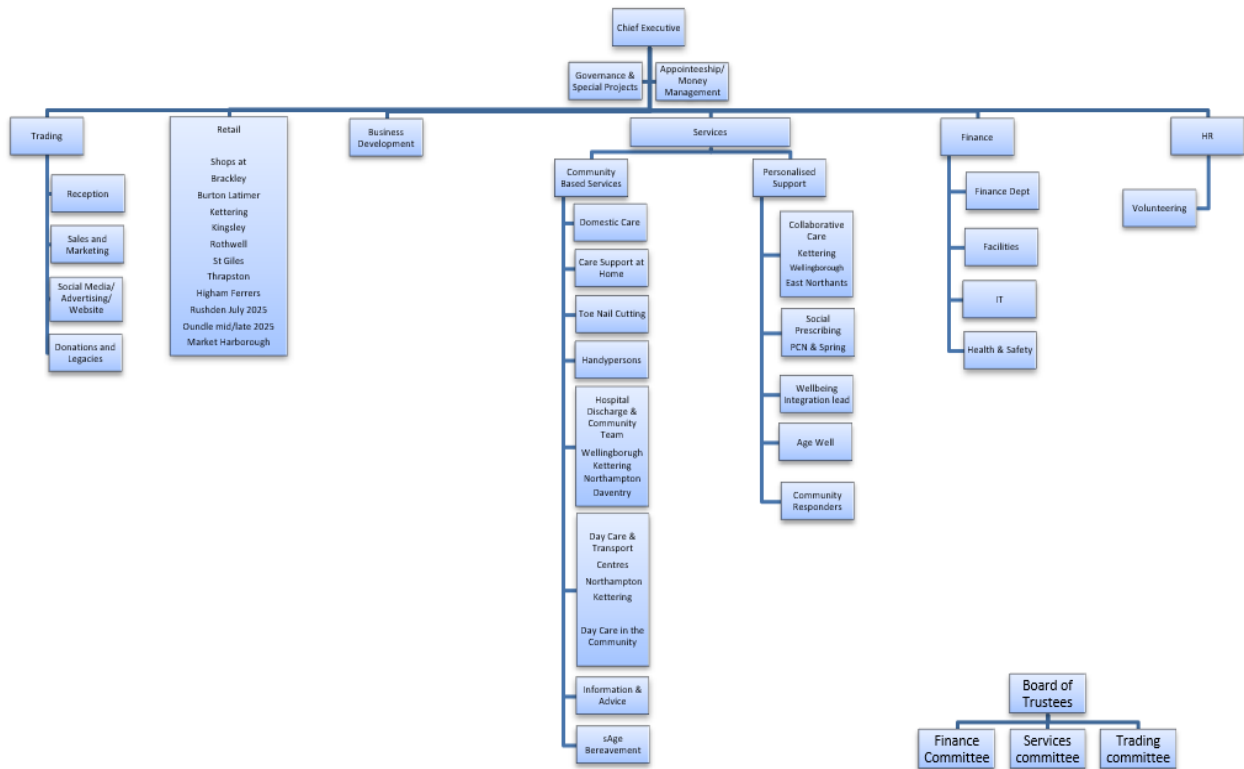
The total of referrals into our services remained very high with 13,915 referrals during 2024/25.

**Record level of individual new clients accessing our services at 9,596, in 2024/25
11,012 clients actively supported by at least one of our services by the end of March 2025**

Finance

The latest published statutory accounts have been included with this pack.

Organisational Structure



Senior Management Team



Christopher Duff
Chief Executive



Heather Whymant
Finance Director



Su Brazell
Registered Manager



Roger Harris
Sales & Marketing
Manager



Sharon Hepplescott
Governance, Special
Projects and Facilities
Manager



Pamela Kom
HR Manager



Yvette Prior
Retail Development
Manager



Amy Shelton
Wellbeing Integration
Lead



Louise Swarbrick
Management Accountant
[maternity cover]



Sue Watts
Head of Business
Development

Board of Trustees



Paul Bertin
Chair



Ann Botton
Honorary Treasurer



Sandra Mellors
Vice Chair



Tonina Ashby



John Corbishley



Matthew Down*



David Langley



Deborah Manger*



Joanna Marovitch



Diana Murkin



Dr Kevin Williams



About you

Enclosed are the Job Description and Person Specification for the CEO role, along with details on how to apply.

Your application should address the criteria listed in the Person Specification and relate directly to the Job Description. This information will be used to shortlist candidates for interview.

Please highlight your relevant experience aligning with the person specification, including your skills, achievements, and knowledge, drawing on examples from:

- Previous employment or self-employment
- Volunteering or community involvement
- Work in the home
- Leisure activities or personal interests
- Any other relevant activities

Focus on providing clear, specific evidence that shows how your background equips you for this role.

How to apply

- A written supporting statement no more than 1000 words, outlining your suitability, providing evidence of the criteria with the person specification and your motivation for joining us – and your CV (maximum 3 pages) Please note CVs sent without a written supporting statement will not be considered.
- Details of two referees, one of whom should be with regard to your current or most recent role and let us know whether you would be happy for us to contact them as part of the process. Referees will not, of course, be contacted without your prior consent Please send your CV and supporting statement to:

jobs@ageuknorthants.org.uk

The closing date for all applications is by 5pm Friday 3rd October 2025.

If you have any questions or queries, then please make contact through the email, as above.

Interview process

Advert goes live and the search commences	Friday 5th September 2025
Closing date for all applicants	5pm, Friday 3rd October
Preliminary Interviews (online)	Friday 17th October
Panel Interview with members of the Board (In person – Northamptonshire venue)	Friday 24th October
Stakeholder panel and informal conversation with the leadership team, staff & outgoing CEO – In person - (Northamptonshire venue)	Wednesday 29th October
Final interview – feedback and reflections from Wednesday 29 th October) (online)	Thursday 30th October

Job Description

Job Title	Chief Executive
Reporting to	Chair and Board of Trustees
Contract	Permanent
Hours of work	37 hours per week
Place of work	The William and Patricia Venton Centre, York Road, Northampton NN1 5QS. and Waterside House, Irthlingborough. NN9 5QF We offer flexible working arrangements; however, this role requires you to be on site at least three days per week. As CEO, your presence is an important part of maintaining visibility and fostering strong relationships across the organisation.
Salary	£75,000 - 80,000 p.a. + 5% pension contribution
Direct reports	Finance Director Senior Management Team (various)
Role purpose	
<p>The Chief Executive is the main decision maker and driver of the organisation, accountable to and working closely with the Board of Trustees to develop and deliver the mission, vision and strategic objectives.</p> <ul style="list-style-type: none"> • To drive a comprehensive strategic review process and programme of transformational change, enabling AGUK to fulfil its vision, mission and strategic goals. • Listen to, understand and reflect the concerns of older people and their families. Build consensus with others to increase funding and to manage reputation • Act as the senior AGUK spokesperson • Influence and engage with a wide range of stakeholders, face to face and through traditional and social media • Offer thought leadership in and about AGUK while listening carefully to the views of AGUK staff, volunteers, clients and other key stakeholders. • Ensure AGUK is an efficient and financially sustainable organisation <p>The Chief Executive oversees all strategic operations, including the development of new income streams, financial management, service development, and stakeholder engagement. The Chief Executive leads on the internal and external communication for the organisation; representing the Charity, enhancing our public profile and managing our partnerships, contracts and collaborations. The Chief Executive is an advocate and a voice for positive change for older people.</p>	

Main duties and responsibilities	
1. Strategic Direction	<ul style="list-style-type: none"> • Develop a forward-thinking vision for Age UK Northamptonshire that puts older people first. Collaborate compassionately with the board, staff, members, and stakeholders to shape strategies that are both dependable and adaptable. • Prepare, implement, monitor and review the strategic plan and related business and operational plans • Identify and deliver innovative, relevant and effective services for older people, • Identify and develop suitable funding mechanisms to sustain the organisation in the short and longer term. • Review the external environment and the needs of older people in Northamptonshire. • Build positive relationships with external stakeholders: the media, local politicians and senior representatives from statutory services to support the strategic direction of the Charity • Establish and monitor key indicators of the Charity's impact and financial health
2. Leadership	<ul style="list-style-type: none"> • Lead with empathy and clarity to deliver strategic objectives that honour the dignity of older people. • Inspire and support staff and volunteers, fostering a culture of mutual respect and shared purpose. • Ensure good communication and sharing of good practice across the Charity, maintaining an organisational culture that attracts committed and effective staff and volunteers

3. Management of Services	<ul style="list-style-type: none"> • Identify risks, measuring performance, and implementing change to maximise positive service impact, promoting a culture of continuous improvement, • Review the service needs of older people in the county on a regular basis to ensure that our current services remain relevant • Ensure that effective procedures exist throughout the Charity for the recruitment, selection, appraisal, training, development and line management of staff • Ensure that the Charity has services that are high quality, that assurance standards are achieved and that there are effective systems of compliance with statutory and other regulatory bodies
4. Governance – Supporting the Board	<ul style="list-style-type: none"> • Work closely with trustees to ensure transparency, accountability and the effective governance of the Charity. • Ensure the Board receives relevant and appropriate advice and information to ensure effective oversight of the Charity. • Liaise with the Board to review and mitigate regularly all risks faced by the Charity, internal and external • Work with the Chair to recruit new trustees and ensure that all trustees are aware of their roles and responsibilities • Act as Company Secretary, ensuring that all requirements of the Companies Act and other appropriate regulations are met • Advise the Board and its sub-committees on their legal responsibilities and relevant policy issues related to the work of the Charity
5. Finance and Financial Strategy	<ul style="list-style-type: none"> • Develop a financial strategy with diligence and foresight, ensuring sustainability while remaining compassionate in decision-making. • Ensuring the effective management of existing services; budget setting, financial reporting and monitoring • Ensure financial discipline and good practice throughout the Charity to maintain financial sustainability. • Taking timely decisions and actions required to help the charity cut expenses and increase revenue • Maximising income from retail operations, donations, legacy giving, corporate and community fundraising and grant funding

	<ul style="list-style-type: none"> • Actively pursue new and alternative sources of income for the development of new services and existing services • To oversee the effective management of invested funds, premises and other assets • Ensure that Age UK Northamptonshire fulfils the necessary requirements of the Financial Conduct Authority and other regulatory bodies
6. Communication and Partnership	<ul style="list-style-type: none"> • Serve as a trusted advocate for older people, representing their voices with compassion and conviction. • Strengthen the charity's public profile through respectful and engaging communication. • Build adaptable and dependable partnerships that enhance the lives of older people and reinforce our commitment to treating everyone with humanity. • Develop and implement effective external and internal communications strategies • Maintain and develop effective partnerships with public, private and voluntary sector organisations to benefit the lives of older people • Ensure that Age UK Northamptonshire remains an active and influential member of the Age UK Brand Partnership, including benchmarking and working with other Age UKs locally and nationally
7. Professional and Personal Development	<ul style="list-style-type: none"> • In consultation with the Chair, be responsible for maintaining their own personal and professional development • To be subject to an annual appraisal and regular supervision
8. Additional Tasks	<ul style="list-style-type: none"> • To undertake all duties in line with Age UK Northamptonshire's policies and procedures. • Carry out all responsibilities in alignment with Age UK Northamptonshire's values and policies. Be ready to take on additional duties and tasks required by the board of trustees with flexibility and a spirit of service, always keeping older people at the heart of what we do.

This job description is intended as a summary of the main elements of the job described and it may be amended from time to time in consultation with the post holder.

Person Specification - Chief Executive

AP = Application Process

I = Interview Process

All points below should be considered Essential

		AP	I
1	<p>Significant experience at a senior level of effective leadership and management in a complex, changing environment including:</p> <ul style="list-style-type: none"> • Experience of building, managing and supporting effective, high performing teams • Educated to degree level or able to demonstrate equivalent knowledge, skills, and experience • Evidence of formal management or leadership training • Developing effective working partnerships with a range of organisations including partners, funders, and clients • A commitment to equality and diversity and the ability to translate this into developing services, sensitively meeting different needs and the safeguarding of older people • Knowledge of current policy (national and local) challenges relating to older people and an ageing society, including social care and health • Leadership style, which encourages, motivates, inspires and develops staff and volunteers. 		
2	<p>Demonstrable evidence of effective strategy development and implementation, including:</p> <ul style="list-style-type: none"> • Sound strategic planning and a track record of achieving targets • Awareness of current issues affecting older people • Experience of innovation and partnership development. • Experience of working with health, local authority and other statutory partners. 		
3	<p>A thorough understanding of good governance in charitable organisations, including:</p> <ul style="list-style-type: none"> • Knowledge of the legal frameworks within which an incorporated charity operates • Experience of working successfully with a Board of Trustees or similar governance structures. 		
4	<p>Excellent influencing and communications skills, written and verbal, with multimedia experience including:</p> <ul style="list-style-type: none"> • Excellent interpersonal skills: • Marketing experience • Experience of influencing and campaigning effectively 		

		AP	I
5	<p>Experience of developing and delivering a high-quality service organisation to meet the on-going needs of the local population including:</p> <ul style="list-style-type: none"> • Experience of implementing quality systems and developing standards • Experience of delivering services, including the perspective of service users • Understanding diversity issues within the context of service delivery and older people • The flexibility and adaptability to manage changes to services in response to the shift in external circumstances • Awareness of issues relating to volunteers and volunteering 		
6	<p>The ability to cope well with pressure, adversity and uncertainty</p> <ul style="list-style-type: none"> • Experience of planning, leading and managing change • Well-developed mechanisms for prioritising workload and balancing private life and professional demands • A high level of personal drive and energy • Personal resilience, optimism and an openness to change 		
7	<p>Demonstrable commitment to developing your team's skills and abilities and your own professional and personal competencies</p> <ul style="list-style-type: none"> • Honours degree or equivalent level of education for the post • Competent in using relevant IT systems and software including social media • Intellectual rigour, financial acumen and the ability to accurately analyse and explain complex issues • Relevant professional, management, HR, financial or equivalent qualification 		
8	<p>Other competencies including:</p> <ul style="list-style-type: none"> • Personal and professional integrity. • Ability to work flexibly, including evening and weekends as required • Holder of a valid Great Britain and Northern Ireland driving licence • The post is subject to a basic DBS check 		