

## JOB DESCRIPTION

**April 2026**

<b>JOB TITLE:</b>	Exercise (Ageing Well) & Falls Prevention Manager
<b>CONTRACT TYPE:</b>	Permanent
<b>JOB PURPOSE:</b>	To provide leadership and management of the Ageing Well and Falls Prevention services. The postholder will run and develop all aspects of these services.
<b>ACCOUNTABLE TO:</b>	Chief Executive
<b>RESPONSIBLE FOR:</b>	Direct line management of the Service Coordinators, as well as the instructors of both services.
<b>LOCATION:</b>	Taunton There is an expectation that the postholder will usually be present at the Taunton office on at least 3 days each week.
<b>TRAVEL:</b>	The nature of the job will normally require travel around the beneficial area and occasionally beyond. It is the post holder's responsibility to hold a valid driving licence and provide a roadworthy vehicle with business mileage insurance. Travel expenses are paid at an appropriate rate.

**MAIN DUTIES:**

- To provide support and guidance to the class co-ordinators in managing the exercise classes, schedules, instructors and venues
- To oversee the management of the day-to-day running of the classes in collaboration with the administration officers and co-ordinators
- Ensure classes are financially sustainable through grants, commissioning, 'pay per play' or a combination of these
- Monitor participation data, demand and trends for financial sustainability, expanding the programme to meet demand as appropriate
- Identify and investigate the need and cost of new projects and classes, discussing their merits/risks with the CEO and seeing it through to development and launch
- Demonstrate an ability to monitor class and service revenue and make necessary interventions to ensure that agreed financial targets are met
- Produce reports as necessary and feedback on outcomes
- Maintain an awareness of other local activities, new and existing, and highlight potential threats or opportunities to your team
- Line Management of the Coordinators and Instructors (staff and volunteers); leading the recruitment, induction, training, support and supervision of the team
- To represent and promote Age UK Somerset when attending meetings, giving talks, providing taster sessions and demonstrations as appropriate
- To engage the community and proactively develop initiatives/events to promote the services across the beneficial area and encourage participation/referrals
- Maintain an awareness of and ensure legal and procedural compliance i.e. complaint handling/reporting, health and safety, data protection, gift register, conflict of interests register
- Maintain appropriate admin support for the services.

**QUALITY:**

- To meet and exceed client expectations for the service
- To work alongside colleagues to ensure full compliance with quality standards
- Produce all documentation to the professional format and standard required by the organisation
- Ensure all requested reports are delivered on time

- Maintain an efficient filing and archiving system.

### **COMMUNICATIONS:**

- To lead on service promotion, with the support of the Communications team
- Communicate efficiently and effectively with staff and volunteers and colleagues
- To lead on service evaluation activities as required.

### **ADMINISTRATION:**

- To provide own administrative support
- To provide timely information for reporting purposes as required, using the Organisation's CRM database effectively to become skilled in that system (and others as necessary)
- Keep accurate records and provide reports as requested by your line manager
- To work within all policies and procedures of Age UK Somerset and any partners involved, paying particular attention to Health & Safety, Equality and Diversity, Lone Working, Confidentiality & Data Protection and Safeguarding, ensuring that client information remains confidential.

### **FINANCE:**

- To identify and apply for funding opportunities, with the support of the CEO
- To work within the allocated budget and work to achieve service/funding targets
- To maintain accurate and up to date own records of expenses incurred in carrying out this role and present valid records of expenses, with receipts as necessary, on a monthly basis for both self and team.

### **RELATIONSHIPS**

- To develop and maintain good working relationships with relevant public authorities, voluntary organisations, groups and other key agencies
- Work in partnership with other organisations to ensure the needs of older people are met
- Work with the Finance Manager to understand the service budgets and the financial duties that exist
- Work with Support Services to understand the risk assessments required and the full risk, HR, Health and Safety and GDPR duties that exist
- Develop and maintain good client relations

**GENERAL**

- Comply with the Statement of Responsibilities, as set out in the organisation's Health & Safety Policy.
- Comply with the Data Protection Policy and Guidelines
- Keep up to date with current trends of service provision, current practice and matters concerning older people by reading, attending courses and conferences etc.
- Represent the organisation at meetings, conferences and events where appropriate.
- Work alongside colleagues to ensure full compliance with quality standards
- Undertake any other duties as requested by and agreed with your line manager

**EQUAL OPPORTUNITY**

Age UK Somerset is committed to work towards equality of opportunity. The post holder will be expected to work within this context.

**NOTE – This Job Description may be changed at any time with the agreement of the post holder to meet changed circumstances.**

## PERSON SPECIFICATION

### Ageing Well & Falls Prevention Manager

#### Essential Criteria –

#### Desirable Criteria -

#### Education:

- Good standard of education
- Hold or be willing to achieve a first aid qualification
- Hold or be working towards a Level 3 certificate/diploma exercise referral qualification
- Willingness and ability to achieve and/or maintain competency to the level required for Level 4 Postural Stability Instruction (PSI) qualification

#### Knowledge and Experience:

- Minimum of 2 years relevant experience within the movement & exercise field
- An empathetic appreciation of the issues facing older people, in relation to exercise and health
- An understanding of charities
- Management of a customer-facing service
- Management/supervision of staff and/or volunteers
- A solid understanding of budgets
- Experience of monitoring and evaluating services

#### Skills and Abilities:

- Confident in dealing with people and promoting confidence in others
- Ability to deal sensitively with older people's personal information and circumstances
- Excellent interpersonal skills

- Experience of developing a project/service
- Experience of instructing older people who are deemed to be at risk of falling
- Partnership working
- Experience of working within a charity
- Experience of working in a similar role
- Experience of writing applications for new funding
- Understanding of the local legislative and policy context in which Age UK Somerset works
- Knowledge of the local area/communities

- Ability to work alone and collaboratively as part of the service team, management team and with colleagues
- Ability to motivate staff and others
- Excellent organisation skills
- Excellent communication skills – both verbal and written
- Ability to build consensus
- Confidence and ability to give presentations and talks
- Proficient in Microsoft 365 and the ability to use IT systems appropriately and in line with procedure, to the required standard

**General:**

- Commitment to Age UK Somerset's charitable aims and core values
- A desire to help people, using sensitivity and understanding
- A flexible, positive and professional approach
- A commitment to continuous improvement and to deliver a quality service
- A current driving licence and/or access to a motor vehicle
- Access to a reliable, effective broadband internet connection with suitable workstation and working arrangements, if participating in a hybrid working agreement