

Candidate Briefing Pack



**Age Cymru West Glamorgan
Information & Advice Service Manager**

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Letter from our Chief Officer



Dear Candidate,

Thank you for your interest in joining Age Cymru West Glamorgan as our Information & Advice Service Manager.

This is a very special opportunity for us. Our Information & Advice (I&A) team is our flagship service. Last year, they unlocked over £1 million in unclaimed benefits for older people and carers across Swansea, Neath Port Talbot, and Bridgend — a life-changing impact at a time when many are struggling with the cost of living. Beyond the numbers, they provide reassurance, dignity, and hope when people feel most uncertain.

We are proud of our team — their skill, their passion, and their commitment to supporting older people and carers. Now, we are looking for the right person to lead them: someone who shares their passion, who can bring out the best in them, and who can make sure our systems, safeguarding, and quality remain strong as the service continues to grow.

We know there isn't one single background that makes the perfect I&A Manager. That's why we are keeping the role flexible on hours (18–35 per week) and salary within the band. What matters most is finding someone who will lead with compassion and integrity, someone who understands advice services, and someone who wants to grow with us.

If this sounds like you — or if you think it could be but you're not certain you meet every requirement — we would strongly encourage you to **get in touch and have a chat** with me before applying. We're committed to finding the right person, and we'd love to explore whether that could be you.

Warm regards,
Connor James
Chief Executive Officer

About Us

At Age Cymru West Glamorgan, we believe everyone should be able to **age well and enjoy life**. We provide trusted, person-centred support that empowers older people and carers across Swansea, Neath Port Talbot, and Bridgend.

2025-26 marks our **50th anniversary** — a milestone that reflects decades of resilience, compassion, and growth. Today, we deliver a range of life-changing services:

- **Information & Advice**, accredited with the Advice Quality Standard.
- **Dementia Support**, including Pathfinder and At Home Respite services.
- **Digital Inclusion**, helping older people build confidence with technology.
- **Independence & Wellbeing**, from footcare to affordable Lasting Power of Attorney support.
- **Coach Club**, our new social initiative tackling loneliness and isolation.

Last year, our I&A service supported **over 2,400 older people and carers**, dealt with **3,500 enquiries**, and delivered **150 home visits** — a 582% increase on the year before. Volunteers played a huge role too, contributing nearly **£234,000 in successful claims** through Attendance Allowance form filling support.

Vision, Mission, Strategy and Culture



Our Vision

Our Vision is that everyone in Swansea, Neath Port Talbot and Bridgend is able to age well and enjoy life.

Our Mission Statement

Age Cymru West Glamorgan is a local charity that delivers trusted, quality assured and person-centred support that promotes well-being and empowers people to age well.

Our Values

Age Cymru West Glamorgan's values are to ensure that we **C.A.R.E**

Centred - We put our clients at the heart of everything we do, ensuring our services are relevant and appropriate.

Adaptive - We see the individual, delivering person centred, quality assured and outcome focused services.

Responsive - We listen, learn and take action based on feedback.

Efficient - Donations are a gift; we constantly strive for efficiency and effectiveness to make sure nothing is wasted.

Our Culture

Age Cymru West Glamorgan is building a culture of freedom and responsibility that allows staff and volunteers to maximise their individual strengths in a collective effort to achieve our vision. We work together to deliver the highest quality services, tailored to the individual needs of our clients. Staff and volunteers feel empowered to make decisions based on a clear understanding of their boundaries and with our values at their core.

Freedom means:

- Being empowered to innovate, problem solve and make decisions
- Confidently but respectfully challenge, question, and give feedback on decisions/actions, particularly those you feel may not fit with our values
- Continually evolving services to meet the needs of our clients and the challenges of the organisation
- Communicating in an open and honest way.

Responsibility means:

- Keeping our values at the core of everything you do
- Taking ownership of your decisions and being comfortable in receiving open and honest feedback with a view to continually improve
- Knowing and remaining within the boundaries of your role
- Understanding how you and your work are contributing to operational, annual and 5-year plans.

Our Strategy

We are now in the second year of our three-year strategy, which sets out a clear path to achieving our vision that everyone in Swansea, Neath Port Talbot and Bridgend can age well and enjoy life.

At the heart of the strategy are four primary Aims — Sustain, Support, Enhance and Empower. These describe the big things we must do as a charity to deliver lasting impact.

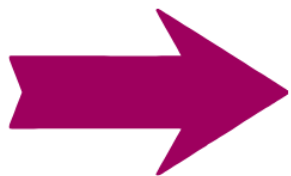
Each Aim is then broken down into strategic Goals, and every year those Goals are translated into a Business Plan with clear Objectives for our leadership team and staff to deliver. This way, everyone at Age Cymru West Glamorgan knows how their role contributes to the bigger picture.

- Our four Aims are:
 1. **Sustain** – Sustain a highly skilled, versatile team and robust infrastructure that empowers the charity to efficiently achieve its vision.
 2. **Support** – Provide a quality-assured Information and Signposting service that takes time to actively listen to clients' needs, guiding them to relevant support and safeguarding clients from abuse.
 3. **Enhance** – Cultivate a thriving volunteer community, proudly embracing our charity status, sharing our impactful story, and actively seeking donations which are crucial for achieving our Vision.
 4. **Empower** – Deliver sustainable services that empower older people to actively embrace, enjoy, and shape their later lives, fostering inclusive spaces, community networking, and celebrating the joys of aging- while respecting the unique individuality of each person

Our Aims



Sustain



- Employer of Choice
- Contracts
- Governance
- Infrastructure



Support



- Information
- Signposting
- Safeguarding



Enhance



- Volunteers
- Donations
- Income Generators



Empower



- Advice
- Outreach
- Befriending
- Activities

Role Brief



Title: Information and Advice Service Manager

Reporting to: Client Services Manager.

Hours: 18 - 35 a week (Monday to Friday)

Salary: £33,000 – £38,000 FTE (pro rata; dependent on experience).

Contract Type: Permanent

Start Date: December 2025 (or as soon as possible thereafter).

Location: Based at Age Cymru West Glamorgan, 250 Carmarthen Road, Swansea, SA1 1HG, with travel throughout the community.

Hybrid Working: Supported as standard (minimum 2 days in the office each week; more during probation to support induction and learning the organisation).

Travel Expenses: 45p per mile

DBS: This role is subject to an Enhanced DBS

Benefits:

- 34 days annual leave pro rata, rising with service to 39 days (including Bank Holidays).
- Enhanced pension- Standard 5% employer contributions, matched up to 8%.
- Free access to 24/7 Employee Assistance Programme (includes counselling support, Financial Advice, Legal Advice etc)
- Competitive additional leave package including paid time off for special circumstances.
- Numerous paid training and CPD opportunities.

Purpose of Post

This is an exciting opportunity for an experienced professional to become ACWG's Information & Advice Service Manager, leading our AQS-accredited flagship service. Last year, our I&A team helped older people and carers secure over £1 million in unclaimed welfare benefits and delivered support across phones, face-to-face, community and home visits.

You will take full management of the service (not just the team): strategic leadership, quality and safeguarding oversight, KPI and contract management, volunteer development, data/CRM excellence and external representation — while occasionally taking complex cases yourself to support quality and continuity. Your leadership will help us maintain AQS and drive continuous improvement so more people can age well and enjoy life.

Key Responsibilities

1. Provide strategic leadership and day-to-day management of the I&A service, aligned to ACWG strategy and values.
2. Hold overall accountability for delivery against all grant/contract KPIs, ensuring timely reporting, variance analysis and remedial action.
3. Lead the service planning cycle (objectives, workplans, risk logs) and drive continuous improvement and innovation.
4. Line manage and develop Team Leaders/Officers, ensuring robust supervision, clear objectives and CPD.
5. Design and oversee the volunteer framework (recruitment, induction, supervision, recognition) to safely extend capacity.
6. Maintain compliance with Advice Quality Standard (AQS) and other relevant frameworks; prepare for audits/recertification.
7. Act as the safeguarding lead for the service, ensuring safe practice, effective escalation and learning loops.
8. Establish and chair regular file reviews/quality audits; embed learning to improve advice accuracy and outcomes.
9. Ensure GDPR/confidentiality, robust record-keeping and case management on CharityLog (or successor CRM).
10. Ensure a flexible, multi-channel offer (telephone, office, outreach, home visits) with clear triage and response standards.

11. Provide technical guidance and, where necessary, handle complex cases (e.g., welfare benefits, housing, health & social care).
12. Monitor demand/capacity; dynamically redeploy resources to meet peaks and maintain response times.
13. Lead relationships with funders/commissioners; produce high-quality reports and evidence of impact.
14. Represent ACWG at forums/partnerships; champion the role of I&A in reducing poverty, safeguarding and improving wellbeing.
15. Identify opportunities for growth, collaboration and income diversification consistent with ACWG strategy.
16. Own data quality and impact measurement; produce clear dashboards/insights for leadership, trustees and funders.
17. Optimise systems, templates and guidance so advice is consistent, safe and efficient.
18. Promote a learning culture — gather client/volunteer feedback and translate it into service improvements.
19. Travel across Swansea, Neath Port Talbot and Bridgend as required; occasional evening/weekend commitments.
20. Undertake any other reasonable duties as requested by the Chief Officer or Board of Trustees..

Personal Specification


At ACWG we value both professional experience and transferable skills. Please apply even if you don't meet every point.

Technical Competence	<ol style="list-style-type: none"> 1. Fully IT-literate, including cloud CRMs (e.g., CharityLog), MS 365/Google Workspace and data/reporting. 2. Able to analyse performance data and produce clear reports for different audiences.
Essential Knowledge and Experience	<ol style="list-style-type: none"> 1. Significant experience delivering specialist information and advice (e.g., welfare benefits, housing, health & social care). 2. Proven people management experience (supervision, coaching, performance/development). 3. Strong knowledge of safeguarding adults and experience leading safe practice. 4. Track record of managing contracts/KPIs/reporting to funders/commissioners. 5. Excellent communication, influencing and stakeholder management skills. 6. Understanding of the needs of older people and unpaid carers; commitment to person-centred practice. 7. Experience of leading or managing a service that is externally quality-marked or subject to formal audit/accreditation
Desirable Knowledge and Experience	<ol style="list-style-type: none"> 1. Direct experience of working within an Advice Quality Standard (AQS) accredited service. 2. Third sector experience. 3. Level 4 (or above) NVQ in Advice & Guidance (or equivalent). 4. Presenting to boards/commissioners/external stakeholders.

Skills and Abilities	<ol style="list-style-type: none"> 1. Highly organised; able to prioritise across competing demands and deadlines. 2. Comfortable leading through change; proactive problem-solver. 3. Builds positive, collaborative relationships with staff, volunteers and partners. 4. Self-reliant, resilient and values-led.
Commitment to Equal Opportunities	<ul style="list-style-type: none"> • Demonstrable commitment to EDI and to ACWG's values and culture of freedom & responsibility.
Welsh Language	<ul style="list-style-type: none"> • The ability to speak Welsh is highly desirable.
Commitment to Continuous Professional Development	<ul style="list-style-type: none"> • To undertake further training and development in-line with the needs of the developing role
Method of Travel	<ul style="list-style-type: none"> • Full UK driving licence and access to a reliable vehicle for travel across the region.
Special Requirements	<ul style="list-style-type: none"> • None

Equality & Inclusivity

At Age Cymru West Glamorgan, we believe that diversity and inclusivity are key to building a successful and innovative team. We value and celebrate our differences, recognising that a wide range of experiences, perspectives, and backgrounds can lead to unique and creative solutions. We see each individual, whether staff, volunteer, or client, for who they are and the wealth of experiences they bring.



‘Diversity and inclusivity are key to building a successful and innovative team.’

As a values-based charity, we understand that education isn't for everyone and that lived experiences are just as valuable as formal qualifications. We encourage and welcome applications from candidates of all backgrounds and experiences. Our focus is on the skills, passion, and commitment that each candidate brings to the table, as we work towards creating positive change and making a difference in people's lives.

We are committed to being an equal opportunity employer and do not discriminate based on race, ethnicity, ancestry, national origin, religion, sex, sexual orientation, gender identity, age, disability, veteran status, genetic information, marital status, or any other legally protected status.

If you share our vision and are passionate about making a difference in the lives of older people in our communities, we encourage you to apply and join us in our mission. We are looking for candidates who are compassionate, dedicated, and driven, and who share our commitment to improving the lives of older people in West Glamorgan.

How to Apply

To apply, email your CV and Cover Letter to us by 10:00 on Monday the 20th of October 2025.

Please note that applications will only be accepted via email.

Your CV should demonstrate your professional competence and relevant experience for the role.

Your cover letter should explain why this role at Age Cymru West Glamorgan appeals to you, outline your motivation for working with us, and show how you align with our values.

We strongly encourage you to get in touch for an informal chat before applying if you'd like to discuss the role or your fit.

Email your CV and Cover Letter to:



core@agecymruwestglamorgan.org.uk

Telephone enquiries:



01792 648866

For further information and details on the current work that the charity is undertaking, please visit www.ageuk.org.uk/cymru/west-glamorgan/



Recruitment Timetable

Closing Date for Applications 10:00 on the 20th October 2025

Interviews week commencing 3 November 2025

