

Recruitment Pack

# Chief Executive Officer



In partnership with recruitment specialists

# Table of Contents

Welcome from the Chair	03
About Age UK Wigan Borough: Brief History and Background	05
Locality Map of Wigan Borough	06
Our Strategic Objectives	07
Organisational Structure	08
Job Description	10
Person Specification	13
How to Apply	16

## Further Documents

Annual Report for year ending March 2024
Business Plan 2024 - 2025





# Welcome

Thank you for considering the role of Chief Executive Officer with Age UK Wigan Borough. As an organisation, we are immensely proud of our achievements and the incredible dedication of our team of staff, volunteers, partners, and trustees, all of whom have contributed to the positive impact we've made in the lives of older people in our Borough.

April 2023 marked a significant milestone with the publication of our 2023-2026 Strategic Plan. This plan reflects input from our staff, volunteers, and customers, capturing their voices to guide our future direction. As a live document, it will shape our journey over the coming years, reviewed annually to ensure we remain focused on our evolving priorities and the needs of the community we serve.

Age UK Wigan Borough remains in a robust financial position, which allows us to be responsive to the changing and often complex needs of local older adults. Our success has been underpinned by innovative partnerships with local health and care providers, as well as collaborations across the wider voluntary sector. Together, we have championed more personalised support, improved health and wellbeing outcomes, and contributed to reducing health inequalities across the Borough.

In recognition of the challenges posed by the cost-of-living crisis, we've placed a strong

focus on supporting our staff, volunteers, and clients through these difficult times. From meaningful workforce development initiatives to implementing a comprehensive staff health benefits programme — including an Employee Assistance Programme and savings on medical treatments — our commitment to well-being remains at the forefront.

Teamwork has been the cornerstone of our success during a period of unprecedented demand for services. From our accredited Information and Advice team securing life-changing financial support for clients to our commitment to continuous improvement through passing the Charity Quality Standard external assessment, we've shown resilience and dedication in ensuring the highest standards for those we serve.

The environment in which we operate continues to be volatile and unpredictable, but our team is agile, proactive, and ready to face both opportunities and challenges head-on. We are seeking a Chief Executive Officer who shares our vision, values, and commitment to empowering older people across Wigan Borough. With your leadership, we can continue to innovate, drive change, and make a profound difference to the lives of many.

**Robert Armstrong**  
**Chair of Trustees**



# About Us

Let's change how we age





#### Age UK Wigan Borough offers:

- **Support at Home** - Home help and handy person services
- **Information and Advice** - Providing welfare benefit advice
- **Bright Days** - Social activity programme
- **Steps to Success** - Individual, targeted support to re-connecting isolated residents.

## Who We Are

### Age Concern Wigan Borough / Age UK Wigan Borough (1995 – Present)

Age UK Wigan Borough (AUKWB) was first registered as a charity in 1995. In 2003 it was registered as a company limited by guarantee under the supervision of a board of Trustees drawn from different parts of the borough and surrounding areas.

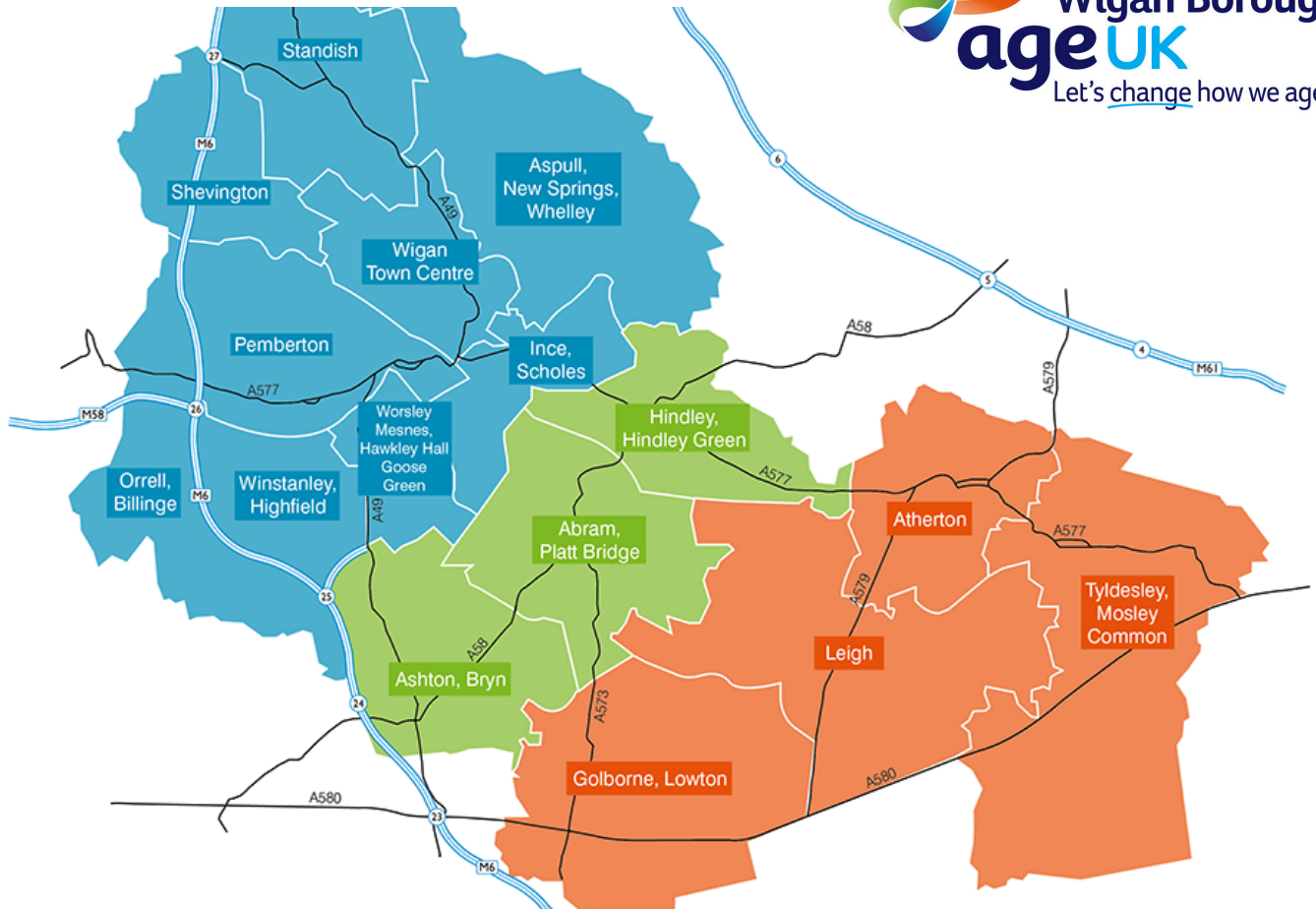
We pride ourselves on being an ‘anchor organisation’ in Wigan Borough, 76% of local people requesting information and advice said they wouldn’t know where else to get help.

The Board is supported in the day-to-day work by an experienced staff team of 55 led by the Chief Executive Officer. Around 20 registered volunteers play an active role in supporting and delivering a wide variety of services.

IAUKWB has an annual turnover of approximately £0.75 million. AUKWB is an

independent charity - we reach the high standards required to be a Brand Partner of Age UK but we receive less than 10% of our funding from them, resulting in us being heavily reliant on local funding support.

Current economic uncertainty and restrictions imposed during COVID-19 have resulted in increased concerns about funding and operation for many Voluntary, Community and Social Enterprise organisations. The ability to secure contracts from public sector sources greatly assists our charity to operate successfully and sustainably. Funding from grants enables us to achieve additionality to contracted services and we have registered with the fundraising regulator, with the aim of diversifying our income streams and creating a more sustainable model of funding.



## Location

At 77 square miles, Wigan is one of the largest boroughs in Greater Manchester, with a population of 324,700 that is projected to grow to 346,300 by 2030.

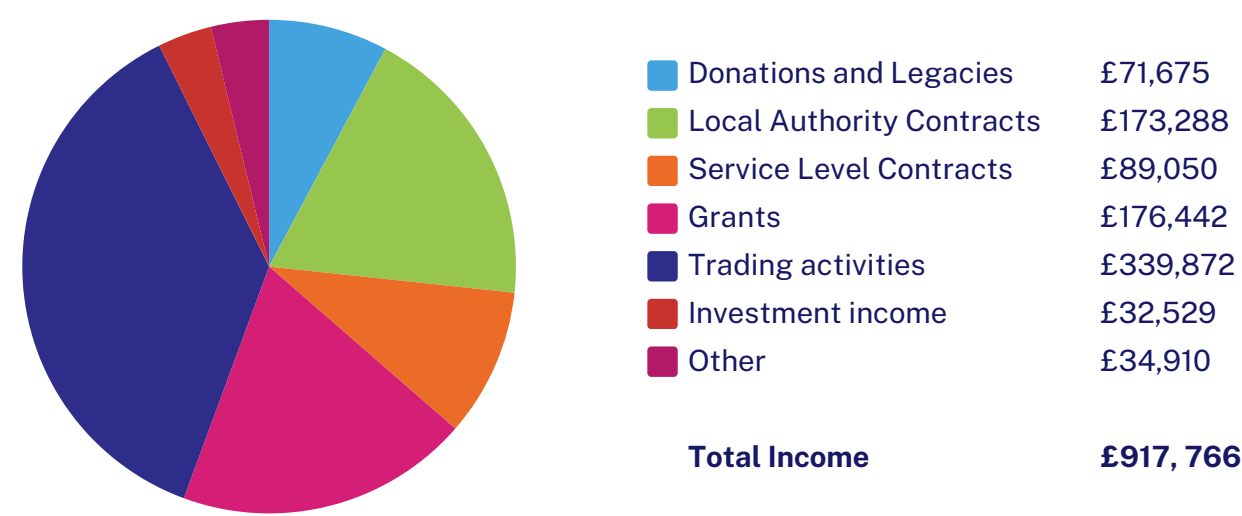
Wigan used to be a major mill town and coal mining district. At its peak, there were 1,000 pit shafts within 5 miles of the town centre. Coal mining ceased towards the end of the last century. Wigan Pier, a wharf on the Leeds and Liverpool Canal, was made famous by the writer George Orwell.

**Wigan Borough, the second largest of Greater Manchester's ten boroughs, has a strong local identity and an aging population facing significant health inequalities.**

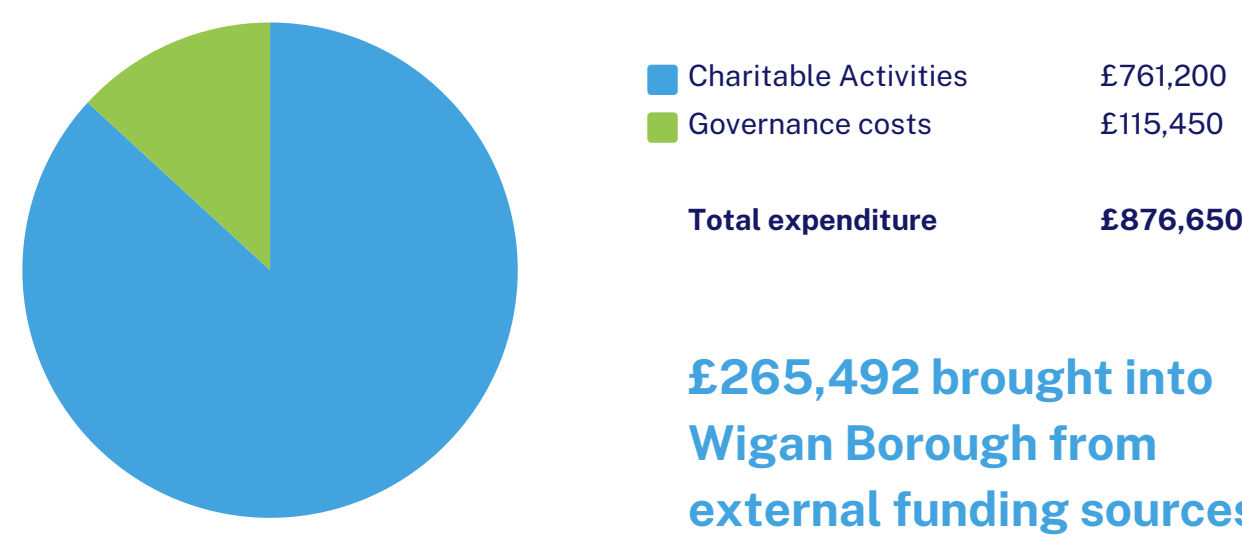
# How We Are Funded

We continued to be in a sound financial position in the year ending 31 March 2024. Our total income of £917,766 represents an increase of £245,125 (26.7%) against the previous financial year's position. Of the £917,766 income, £339,872 (37%) came from trading activities as shown in the chart below.

## Where our Income Came from in 2023-2024:



## How our Money was Spent in 2023-2024:





# Our Key Strategic Objectives

As a Charity, we regularly review our aims and objectives and consult regularly with local older people, both those who use or have used our services, and others, to ensure our aims and objectives are in line with their needs and wishes.

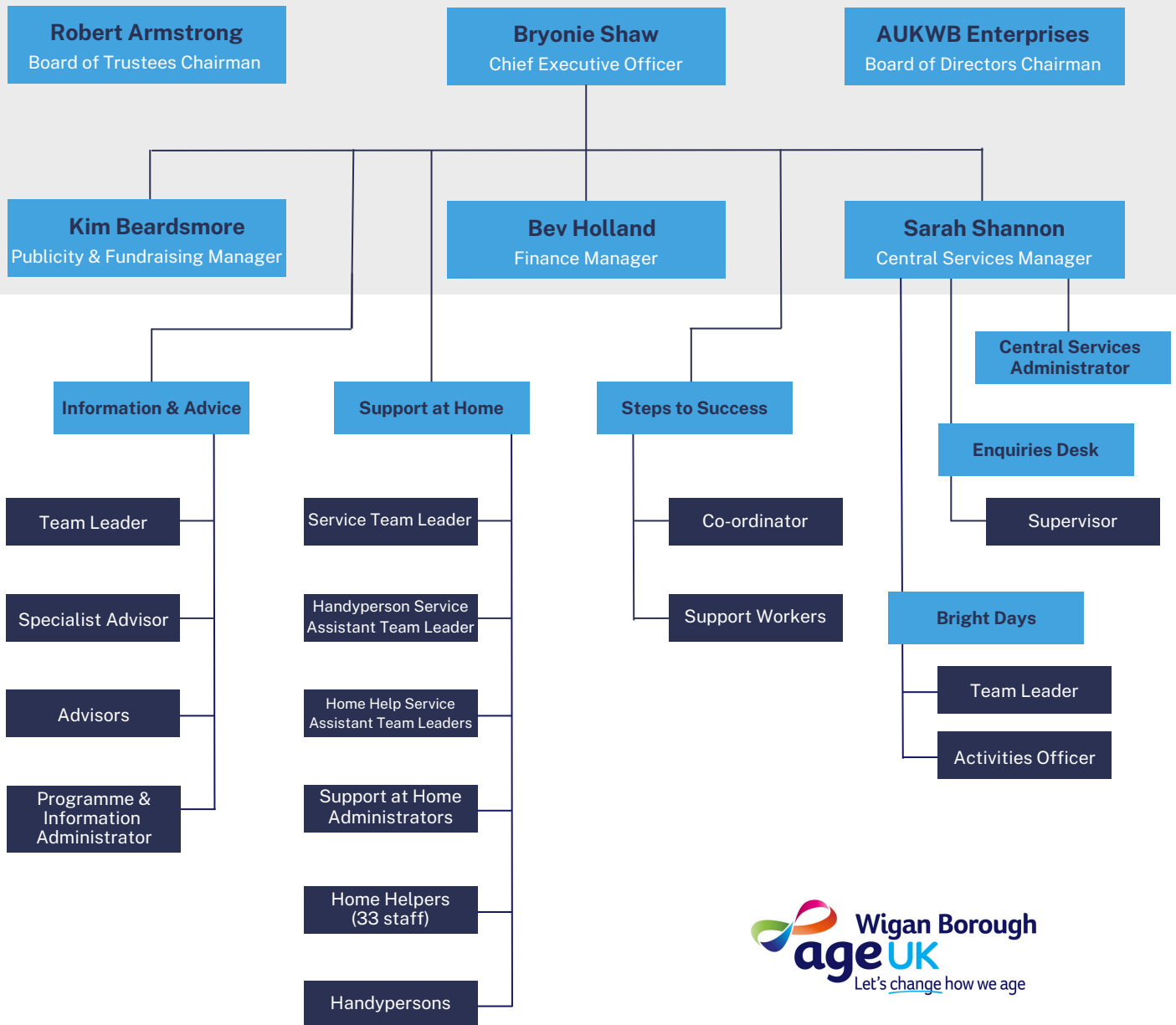
**Our Mission:** We improve the quality of life for local people aged 50 and over. We provide services to ensure people have the information they need to live their lives as they choose, can live safely in their own homes and combat loneliness and isolation. We make sure the voices of local people are heard and can influence improvement to local services.

Our Strategic Aims underpin the work of our organisation. There are five strategic aims:

- Deliver services across the Borough to ensure we reach as many lonely and isolated people as possible and make a significant impact on their lives.
- Co-ordinate information to empower local people, supporting them to get their voices heard to influence local services.
- We will work with other stakeholder organisations, locally and nationally, to improve and increase services for people 50 and over.
- We are a great place to work, our staff and volunteers are our greatest assets, we value the work they do.
- We will develop a robust annual business plan, providing actions to support of strategic objectives, achieve value for money (VFM) and identify sustainable funding sources to benefit people 50 and over now and in the future.

**“We will make a difference in the lives of people 50 and over by implementing our strategic objectives.”**

# Organisational Chart





# **Job Description**

Let's change how we age





## Job Description

<b>Post:</b>	Chief Executive Officer
<b>Responsible to:</b>	Board of Trustees
<b>Responsible for:</b>	Senior staff and team members of Age UK Wigan Borough
<b>Key Relationships:</b>	Age UK Wigan Borough Trustees, staff, volunteers and customers. Commissioners and funders Partner organisations, including other local VCFSE (Voluntary, Community, Faith, and Social Enterprise) organisations, GM (Greater Manchester) stakeholders, and the national Age UK charity.
<b>Salary:</b>	Circa £55,000 - £65,000 per annum depending on experience
<b>Hours of Work:</b>	Full-time, 37 hours per week (Monday to Friday). Flexible working or job-sharing arrangements will be considered; salary adjusted pro-rata where applicable.
<b>Location:</b>	74-80 Hallgate, Wigan, WN1 1HP with travel to various sites subject to business needs.
<b>Probationary Period:</b>	Six-month

Note: This role is subject to an Enhanced Level check with the Disclosure and Barring Service (DBS).

# Summary of Role

The Chief Executive Officer (CEO) of Age UK Wigan Borough will provide visionary leadership, ensuring the charity thrives in delivering impactful services to improve the lives of older people in the Wigan Borough. Reporting directly to the Board of Trustees, the CEO will drive strategic growth, operational efficiency, service quality and sustainable financial management.

With a strong commitment to the charity's mission, the CEO will act as a spokesperson and advocate for the needs and aspirations of older people, building partnerships and collaborations that enhance the organisation's reach and impact.

## Key Duties & Responsibilities

The CEO will lead Age UK Wigan Borough with responsibilities across several core areas:

### **STRATEGIC LEADERSHIP**

- Monitor changes in local and national policy to ensure trustees remain informed and responsive.
- Identify innovative opportunities to deliver services and secure funding.
- Guide the formulation and implementation of strategic objectives in alignment with the organisation's mission.

### **INSPIRATIONAL LEADERSHIP & MANAGEMENT**

- Lead and motivate staff and volunteers to achieve organisational goals.
- Foster an inclusive, consultative, and performance-driven culture.
- Oversee compliance with legal, ethical, and health & safety standards.

### **FINANCIAL OVERSIGHT**

- Develop and implement financial strategies to ensure sustainability and prudent risk management.
- Establish robust income generation initiatives and ensure transparent financial reporting.

### **EXTERNAL RELATIONS & ADVOCACY**

- Represent the charity, championing the rights and contributions of older people.
- Develop and execute effective communication strategies to amplify the organisation's voice.

### **GOVERNANCE & TRUSTEE SUPPORT**

- Advise trustees on legal and strategic responsibilities and act as Company Secretary.
- Support recruitment and induction of new board members and organise governance activities.

# Key Duties & Responsibilities cont.

## **COLLABORATION & PARTNERSHIPS**

- Build strategic alliances with other charities, statutory agencies, and private sector organisations.
- Identify and pursue new opportunities for impactful collaborations.

## **PERFORMANCE MONITORING & SERVICE DELIVERY**

- Implement systems to measure service quality and ensure targets are met.
- Consult with older people to design responsive and high-quality services.

## **ORGANISATION-WIDE COMMITMENTS**

- Uphold Age UK Wigan Borough's values and ensure policies are adhered to.
- Engage actively in promotional events, fundraising initiatives, and training opportunities.
- Continuously seek personal and organisational development.

## **CANDIDATE PROFILE**

The ideal candidate will possess:

- Exceptional leadership skills with demonstrated business acumen.
- A track record of strategic, financial, and operational management.
- Passionate commitment to the charity's mission and ethos.



# Person Specification

When completing your application form, please ensure you address how you meet each of the following requirements:

	Essential	Evidence
Qualification		
1	A relevant degree and/or qualifications, alongside evidence of training and development in these areas.	Application Form
Knowledge and Experience		
1	Proven track record of senior-level management.	Application form Interview
2	Demonstrated leadership in managing projects, services, finances, and teams.	Application form Interview
3	In-depth knowledge and experience of the voluntary sector, social care, and health.	Application form Interview
4	Understanding of charity law and the roles/responsibilities of trustees and staff.	Application form Interview
5	Awareness of the evolving social policy context affecting charities.	Application form Interview
6	Insight into the challenges, needs, and aspirations of older people.	Application form Interview
7	Strategic planning experience with organisational management and development expertise.	Application form Interview
8	Familiarity with legal and regulatory frameworks in finance, employment, and health & safety, alongside knowledge of support sources.	Application form Interview
9	Experience with quality systems and standards development.	Application form Interview
10	Proven ability to create and implement new services and generate income.	Application form Interview

	Essential	Evidence
Skills		
1	Strong leadership, team-building, and management abilities, including volunteer development.	Application form Interview
2	Strategic thinking with the capacity to design and execute short, mid, and long-term plans.	Application form Interview
3	Outstanding interpersonal and communication skills, enabling effective collaboration with diverse stakeholders, funders, staff, and service users.	Application form Interview
4	Excellent writing and public speaking skills, including policy creation and report-writing.	Application form Interview
5	Ability to inspire and energise others to achieve shared goals.	Application form Interview
6	Genuine empathy for the needs and aspirations of older people across different groups.	Application form Interview
7	Creative and entrepreneurial mindset with sound business acumen.	Application form Interview
General/Other requirements		
1	Commitment to Age UK Wigan Borough's PRIDE values: Person-centred, Respectful, Innovative, Dynamic, Empowering.	Application form Interview
2	Honesty, integrity, and passion for the organisation's vision of enhancing older people's lives.	Interview
3	Dedication to promoting equality, diversity and inclusion.	Interview
4	IT literacy and how IT development can support the work of the Charity	Application form
5	Flexibility to work occasional evenings and weekends.	Interview
6	Self-motivated with a proven ability to meet deadlines and motivate others to achieve shared objectives.	Interview



Age UK Wigan Borough is a great place to work if you really want to make a difference in people's lives.

## Employee Benefits



**01**  
**Blue Light Discount**

Blue Light card discounts online and on the high street



**02**  
**Workplace Pension**

We contribute an additional 3% of your pay to a stakeholder pension scheme.



**03**  
**Bike to Work Scheme**

Access to loans to help you purchase a bike or accessories



**04**  
**Employee Assistance Programme**

Access to counselling and other support anonymously.



**05**  
**Annual Leave**

28 days annual leave per year, plus bank holidays. This increases to 30 days after 5 years. Birthday off.



**06**  
**Free Drinks**

If you are based in our office or visiting, we provide free tea and coffee.



**07**  
**Medicash Membership**

Free membership for you to access cashback on medical and dental treatment. Discounted gym membership and much more.



**08**  
**Flexible Working**

If you are office-based and it is appropriate, option to work from home for part of your working week.



**09**  
**Training Opportunities**

Opportunities for enhanced learning.





## Caring for our carers



WIGAN  
BOROUGH  
CARERS

Do you help a family  
member, partner,  
friend or neighbour

Age UK Wigan Borough  
01942 555555  
www.ageukwigan.org.uk

### Key dates for the application process

Closing date for applications:  
**22 April 2025**

Shortlisting:  
**Week commencing 28 April 2025**

Interviews:  
**Early May 2025**

## How to Apply

To express an interest in this role and to be considered, please send a copy of your CV accompanied by a covering letter addressed to:

Guy Walker  
Guy.Walker@talentia.group

Please note that expenses incurred by candidates during the recruitment process will not be reimbursed.

As part of our recruitment process, Age UK Wigan Borough / Dovetail & Slate will collect and process personal data relating to job applicants. We will only ask you to provide information which we believe is necessary for the application and recruitment process. You are under no statutory or contractual obligation to provide data during the recruitment process. However, if you do not provide sufficient information, we may not be able to process your application properly, or at all. Also, we may not be able to meet our legal obligations towards you with regard to reasonable adjustments.

Information you provide will be shared with those involved in the recruitment process and will be stored and held in line with our Data Retention Policy. By submitting an application form for this post, you consent to the use of your personal data as outlined above.



## Some of our Partners



## Let's change how we age

Thank you for your interest in joining  
Age UK Wigan

**Address** 70 - 74 Hallgate, Wigan, WN1 1HP

**Phone** 01942 615880

**Website** [www.ageuk.org.uk](http://www.ageuk.org.uk)

Specialist Recruitment Partner

**Dovetail  
& Slate**