



Age UK York's Deputy CEO Recruitment Pack

Application Deadline: 10am on Monday 16 June 2025



Join us in together making a positive difference to the lives of older people in York and help change how we age.

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Welcome to Age UK York

For over 50 years we have been there helping older people, and those around them, can you join our team to help us be there tomorrow?

Thank you for taking the time to explore our Deputy Chief Executive role here at Age UK York. It is a new role and one we are introducing at such an important time for our charity and most importantly to those we exist to help. **So why Age UK York?**

Whilst part of the well-known Age UK network we are ourselves our own charity. We are independent, local and here for you, and our focus is on York its people and communities.

We are all about people. Those we exist to help and those who make what we do possible – both within and outside of our charity. Our Deputy CEO role will have a focus on both and how together we can continue working collaboratively in tackling the challenges faced by too many people here across York from our rural communities to the urban inner city areas.

We believe that an ageing population is a cause for celebration though we also know that too many older people feel marginalised, overlooked and often cannot access the support they need to enjoy a good quality later life. We are here to tackle some of these challenges including loneliness, poverty, social isolation, health and inequalities. Together with others we do make a difference.

Age UK York is a fantastic place to work. I am so fortunate as our CEO to lead and work alongside exceptionally talented, compassionate and driven staff and volunteers and our collective efforts to make a positive difference to older people and those around them and to change the way we age.

Please do read on and learn about the vital contribution you would make to our team. A focus on leading our wonderful array services, help us bring to life our new strategy including a focus on strengthening our charity whilst increasing our connection across York so more people can access timely support and prepare for later life so we can *change how we age*.

We look forward to welcoming our new Deputy CEO and all we can make possible together.

Thank you and we hope to hear from you.



Simon Holmes
Chief Executive Officer | Age UK York

www.ageukyork.org.uk



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Purpose of the role

We are delighted to be introducing the exciting new role of Deputy Chief Executive at Age UK York as we implement and work to realise our new strategy, *One Team, Supporting York*. It comes at a time our local York based charity is needed as much as ever in supporting Older People in tackling the daily challenges increasingly faced by us all as we age and realising the opportunities too in preparing for and enjoying later life.

Our Deputy CEO will work closely with our Chief Executive Officer (CEO), deputising for them where necessary, and will have responsibilities across the breadth of our charity including leadership, input to strategy development and its implementation, ensuring operational effectiveness, implementation of income generation initiatives, and effective collaboration with internal and external stakeholders. This includes the role being part of our Senior Leadership Team and working with our Board.

The Deputy CEO will be responsible for leading our range of community focussed services which together make a vital difference to the lives of thousands of older people in York each year as part of realising our vision and our role in tackling the challenges faced by too many older people, and those around them, each day across York. These include, but are not limited to:

- > Digital Exclusion
- > Health and Care including dementia, carer support and access to timely support
- > Health Inequalities
- > Loneliness
- > Poverty
- > Social Isolation

Our person led services include Befriending, Dementia and Social Clubs, and Advice and Information which are part-funded by City of York Council and NHS partners. We also offer a Home Help Feather Duster Service and our Independent Living Services. Together these provide a range of vital in community support helping older people to continue to live at home, maintaining their independence, connection, quality of life and dignity. We also offer our innovative Keep Your Pet service which ensures pets are well looked after while an older person recovers from illness or injury or has a hospital stay.

1. Strengthening our organisation

2. Maximum impact on greatest need

3. Access and Reach

4. Participation and Influence

5. Partnerships and Collaboration

6. Income Generation and Sustainability

Above: Our Six Strategic Priorities

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The Deputy CEO will take a leading role in shaping and developing our services, so Age UK York is informed and responsive to the changing priorities of older people, ensuring they are meaningfully co-designed with those we exist to support, and are resilient, sustainable and integrated as one Age UK York offer.

The role will be pivotal in representing and championing our charity across extensive, and growing, local, regional and national networks and partnerships. It will also support our underpinning value of collaboration where across our charity we work co-operatively with our colleagues and partners by recognising that more can be achieved together.

Funding our work, and having a range of diverse funding sources to call upon, is ever vital in enabling our charity to be here to make that difference and be part of a person's story. The role will support delivery of our income generation and marketing priorities, including working with funders to gain their support for our work, through increasing their awareness and understanding of the need for, and impact, of what we do.



Whether it is campaigning to ensure older people's voices are heard, delivering care to someone in their own home, or making sure a loved pet is cared for while their owner is in hospital, at Age UK York we always start with the unique rights, aspirations, strengths and person led needs of the person themselves. Our Deputy CEO will play a pivotal and valued role in driving forward our shared goals and our commitments into the future.

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Responsibilities

Strategic Leadership

Our Strategic Priority: Strengthening our organisation

- > Support the implementation of Age UK York's strategy including development and delivery of our operational plans within allocated budgets.
- > Partnering with the CEO, accepting such delegated responsibilities as the CEO may request, and undertake a leading role in the shaping, implementation and reporting of the charity's wider priorities.
Deputise for the CEO as required.
- > As a member of the Senior Leadership Team work collaboratively towards a cohesive, and effective planned approach to realising our organisation goals.
- > Work alongside our Board of Trustees, including attending Board meetings as required, providing trustees with information, training and support to ensure they can appropriately fulfil their statutory duties and continue to most effectively support our charity in achieving our collective ambitions and priorities.
- > Provide leadership and delivery to our underpinning strengthening our organisation and quality priorities ensuring our charity aspires to the highest standards and ethos of continuous improvement across all we do and in our arrangements to best support older people and those around them.
- > Development, and implementation of new projects, including some direct management, ensuring resources (people, premises and material) are available and appropriate to meet required KPIs.

Operational Delivery and Performance

Our Strategic Priorities: Service development, impact, access and reach

- > Lead the development and operational delivery of Age UK York's community services, ensuring they are delivered in line with organisational, contractual and grant funding requirements and provide a high standard of continuity, accessibility and care.
- > Provide leadership and line management to our teams working across Community Services. Work in line with Age UK York policies, setting targets and objectives and evaluating individual and team performance, and supporting staff to develop their skills and knowledge through mentoring, training and other professional development opportunities.
- > Contract management of our partnerships to ensure successful delivery across all aspects including liaison with commissioners, mobilisation, delivery, quality and performance requirements and onward monitoring, reporting and impact.

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- > Oversee the monitoring, reporting and evaluation of AUKY Community Services. Ensure accurate information is gathered and maintained regarding the delivery and impact of services, and work to produce regular reports for varied audiences including managers, our SLT, our Board of trustees, commissioners and funders as requested.
- > Work to ensure our organisation is seeking, collecting, and acting on, feedback, to inform continuous improvement across all services, projects and contracts.
- > Work alongside our charity's support functions to ensure that arrangements, including systems and processes, are in place to ensure quality of delivery, accuracy of current records and cohesion in achieving service and wider organisational goals.
- > Direct support and collective responsibility in our obligations towards standards and agreements including for example the Age UK network's Charity Quality Standard.
- > Act as Business Continuity lead for Community services, as part of our organisation's Business Continuity Management arrangements, strengthening resilience, surge capabilities and ability to withstand and recover from disruption.
- > Support organisational Health and Safety and Safeguarding arrangements including being a member of our charity's respective working groups. Work in conjunction with line reporting colleagues, and where required external partners, in managing any safeguarding or health and safety incidents ensuring concerns are raised in a timely fashion with subsequent investigation, action and onward learning.

Engagement

Our Strategic Priority: Participation and Influence

- > Oversee and support the continual review and evolution of services. Lead our proactive prioritised focus on engagement stakeholder engagement, including service user involvement – such as our Client Advisory Group(s) – and seeking out examples of best practice, insight and innovation.
- > Engage across the breadth of our stakeholders, to realise our organisational priorities and collective outcomes through needs led, lived experience and co-produced approaches.
- > Undertake leadership in furthering our understanding of local needs and adapting our services to best meet the priorities of older people and those around them. Support our organisational focus to harness the breadth of data and insight available from an array of sources including population data, published strategic plans, policies and reports, to inform our understanding and decision making and enable an evidence-based approach to our work.
- > Work with colleagues in telling our story effectively to increase our profile and our audience's understanding of our local independent focus and the impact of our work.

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Partnership Working and Stakeholder Management

Our Strategic Priority: Partnerships and Collaboration

- > Represent our Charity, and lead and develop productive relationships, with our stakeholders at local, regional and national level, including though not limited to:
 - Place based focus in York ensuring our charity remains well placed as a collaborator and partner of choice across organisations and network. This will include NHS Integrated Care Board, Local Authority, York CVS and the wide array of voluntary and community sector partners.

It will also include a range of community partners including GPs, health organisations, interest groups, and other statutory, public and private organisations such as Media, Research and University partners.

- Work with our CEO and colleagues in furthering our charity's cooperation, coordination and collaboration across the Age UK Network including local, regional and national partners.
- > Establish and maintain excellent internal and external relationships, ensuring effective communication of Age UK York's objectives and plans, and realising our strategic priorities and underpinning collaboration value.

Business Development and Sustainability

Our Strategic Priority: Income Generation and Sustainability

- > Work in support of our collective organisational business development priorities including leadership for Community Services. Manage relationships with existing funders whilst identifying potential new funders, supporters and partners building effective relationships.
- > Oversee, and undertake where required, the drafting of funding bids ensuring bids and applications are of the highest quality.
- > Lead and oversee the associated budgets, operational plans and performance measures across our community services. Work in support of reporting managers in their ownership and delivery against these and work alongside colleagues - including our Finance and Infrastructure Manager and Chief Executive Officer - to develop, monitor and deliver these in realising successful performance and financial management.
- > Work with internal and external colleagues and partners towards realising our income generation plans, contributing to our collective organisational approach in developing and diversifying our income streams to enable us to sustainably meet local need.
- > Provide business analyst capability, with attention to detail and inquisitiveness qualities, to investigate, define and support the resolution to organisational challenges and opportunities in continually strengthening our arrangements and enabling our charity's ability to best realise our ambitions and priorities.

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This job profile is an outline of responsibilities and will be reviewed with the postholder in light of the evolving needs of the post and of Age UK York.

Responsible to

You will report directly to the Chief Executive Officer of Age UK York and will regularly attend the Trustee Board.

You will be a member of the senior leadership team (SLT), contributing to the strategic direction of the organisation and working closely with colleagues on joint priorities.

Responsible for

Our work is made possible by our people across a number of teams. The Deputy CEO will provide line management collectively across these for our:

- Home Help Feather Duster Cleaning Manager
- Independent Living Service Manager
- Information and Advice Manager
- Keep Your Pet Manager
- Social and Dementia Clubs Manager
- Supporting Independent Services Manager.



Driving our future | Our Vision, Mission and Values

At the heart of our charity and driving all we do are our vision, mission and values.

Our Vision:

York is an age friendly city where older people are able to enjoy a life of quality, opportunity, and dignity.

Our Mission:

We make a positive difference to the lives of the older people of York.

We do this by putting them, and the people around them, at the heart of all we do, helping older people feel connected, respected and listened to. We work with partner organisations to improve the quality of later life providing effective, timely support for those who need it the most.

Our Values:

We are...

Collaborative

Inclusive and mutually respectful

Caring

Responsive

Bold and Innovative



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Personal Specification

Category	Essential	Desirable
1. Education, qualifications and training	<ul style="list-style-type: none"> > Educated to A level or equivalent. > Track record of continuous personal and professional development. 	<ul style="list-style-type: none"> > Safeguarding Level 3. > Management and / or qualification, ideally including charity focus.
2. Knowledge and skills	<ul style="list-style-type: none"> > Excellent communication and presentation skills through a range of methods and across a diverse range of audiences. > Strong organisational skills with the ability to manage conflicting demands and effectively prioritise and delegate. > Experience led understanding of working with older people including building on a strengths-based approach and prevention based services. > Effective expertise and experience in Safeguarding. > Effective IT skills and experience, including an ability to use Microsoft Office / 365 packages. > Strong interpersonal skills and personal credibility, with the ability to quickly gain the confidence of and build relationships across stakeholders, including managers, staff, partners and service users. 	<ul style="list-style-type: none"> > Innovation and creativity – ability to make decisions that encourages new ways of working and develop a culture of innovation with a willingness to take calculated risks. > Understanding and expertise in Business Continuity Management and strengthening organisational resilience.
3. Experiences	<ul style="list-style-type: none"> > Experience working in the social care or voluntary sector in a leadership role and managing delivery teams. 	<ul style="list-style-type: none"> > Contract management experience with Local Authority and / or NHS partners. > Having deputised for senior roles, ideally Chief Executive.

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	<ul style="list-style-type: none"> > Experience of providing support, motivation and development to individuals, teams and wider organisational audiences. > Experience of successful contract management including collaboration with stakeholders and delivery to requirements. > Successful delivery of projects and wider programmes including existing and new services. > Experience and expertise in evolving services and organisational practices through a range of methods including engagement across stakeholders including the feedback of clients. > Experience of organisational strategic development, implementation and review. > Experience and expertise in supporting effective change management and providing leadership during such periods and uncertainty. > Experience of working in support of an organisation to streamline operations, enhance efficiency, and drive success. > The ability to manage and work in preparing and delivering against agreed budgets and involving others in the success. > Experience of gathering and working with a range of data with analysis to define requirements and recommend resultant action. 	<ul style="list-style-type: none"> > Experience of working with older people with frailty and longer-term conditions and needs. > Work experience of applying structured, methodical techniques to help identify business needs and devise solutions to improve processes or support business goals. > Experience of successfully delivery of co-production ways of working to reach collective outcomes. > Experience of leading or supporting delivery of transformational change processes and embedding to strengthen an organisation.
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	<ul style="list-style-type: none"> > Experience of Chairing and leading meetings and working groups in delivering against priorities and outcomes. > Experience of business development including identifying opportunities, bid writing and securing diverse funding sources. 	
4. Attributes	<ul style="list-style-type: none"> > Resilient under pressure and calm in a crisis. > Sets high standards for self, team and organisation. Motivates and inspires others to achieve these. > A commitment to organisational and system excellence. > Committed to support and deliver a culture of continuous learning for self, team and organisation. > Keen eye for detail with strategic thinking. > Initiative – sees opportunities and acts on them – proactive rather than reactive approach. > Decision making – ability to make decisions based on an analysis of data and insights, including financial, performance and needs based data. > Commitment and self-awareness to undertake continuous professional development. 	<ul style="list-style-type: none"> > Ambition for personal development and leadership responsibility and accountability.
5. Additional requirements	<ul style="list-style-type: none"> > Demonstrate an understanding, support and commitment to Age UK York's Vision, Mission and Strategic Aims, and our efforts to realise them. 	<ul style="list-style-type: none"> > A driving license and access to a vehicle for work purposes.

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How to apply

Thank you for giving the time to read all about our new Deputy CEO role

If you would like to apply, please send us an email with **an attached CV** and **covering letter** (max 1,200 words) to recruitment@ageukyork.org.uk

Please include:

- > Your motivations for applying.
- > How you meet the person specification for the role. Including your experience to date.
- > Your vision for how Age UK York can further our role in supporting older people, and those around them, and realise our Strategic Priorities.
- > Anything you would like to champion for the success you would bring to our charity.

Please note **applications must be sent by email to the address above** and not submitted directly via recruitment portals such as LinkedIn or Charity Job.

Dates and recruitment timeline

Applications close on **Monday 16 June 2025 at 10am**.

Should your application be successful, you will be invited to an initial interview during the week commencing 30 June 2025. Final interviews are likely to take place during the week commencing 7 July 2025.



Further information

If you have any questions about the role or would like to know more about the recruitment process, please contact Rebeca Hall by emailing Rebecca.hall@ageukyork.org.uk or call us on 01904 627995.

Thank you for your interest. We look forward to hearing from you.

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