

# Dementia Wellbeing Connector Job Pack



Dyfed  
**age Cymru**

Dear Applicant

**Re: Dementia Wellbeing Connector - Carmarthenshire**

Thank you for your interest in this position

This booklet gives information on Age Cymru Dyfed (ACD) and our aims and objectives together with details of the role and the essential skills we feel are needed to fulfil it effectively.

There is no formal closing date. Applications will be reviewed as received until the position/s is/are filled. If you are interested, please therefore apply as soon as possible.

If you feel the role is for you, please complete the accompanying application forms and return to  
[Recruitment@agecymrudfyfed.org.uk](mailto:Recruitment@agecymrudfyfed.org.uk).

If you are selected for interview, we will be in touch to discuss the interview process and arrange a mutually convenient time.

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Regards

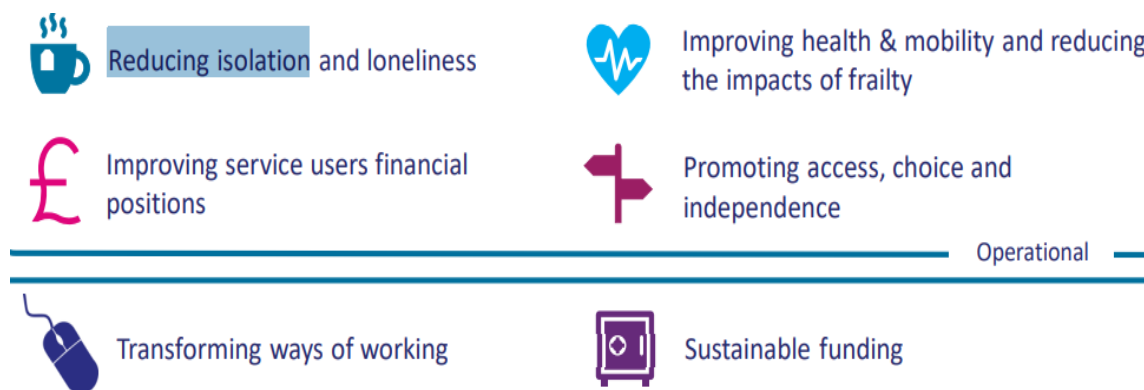
Caroline Davies

Head of Business Services/Deputy CEO

## Who we are – Age Cymru Dyfed.

Age Cymru Ceredigion and Age Cymru Sir Gâr merged to form Age Cymru Dyfed in April 2020, supporting older residents across Pembrokeshire, Carmarthenshire and Ceredigion, the Dyfed region. The organisation is dedicated to helping individuals aged 50+ maintain independence for as long as possible and make the most of later life through a range of support and services.

The Dyfed region is popular with tourists and boasts beautiful coastlines and scenery, with almost 50% of its residents aged 50+. The rural nature of the region can make it difficult for older people to access services and stay connected to communities. Age Cymru Dyfed is aiming to achieve four operational and two organisational strategic objectives over the next three years:



Age Cymru Dyfed are proud to have achieved many accreditations that recognise the quality and standard of the work we deliver. ACD are committed to providing the highest quality support and services to individuals aged 50+, their family and carers.



## Who we are.

Age Cymru Dyfed operates across Pembrokeshire, Carmarthenshire, and Ceredigion, supporting individuals over 50 to maintain independence and make the most of later life. We do this through a range of services including:

- Information advice and assistance
- Digital support
- Home help
- Advocacy
- Dementia support,
- Veteran support
- Befriending events and activities.



Our Information, Advice and Assistance Service supports every facet of later life, from how to access community care, to free benefits checks such as Carer's or Attendance Allowance and Pension Credit.

Our project Befriending Life Links helps reduce loneliness and isolation through friendship, social connections, and support getting out and about.

Digital Inclusion upskills the over fifties with online shopping, banking, and video calls skills, while our Advocacy Services help individuals express their views to ensure their rights are upheld.

There is also Dementia Advice, award-winning Byw Adref home help, and Veteran's in View - all helping to enhance later life in Dyfed.

# West Wales Regional Dementia Connector Service

In order to support a regional approach to Dementia, based on the Dementia Strategy published by the West Wales Regional Partnership Board in 2023<sup>1</sup>, Hywel Dda University Health Board have commissioned Age Cymru Dyfed to deliver a three-county wide Regional Dementia Wellbeing Connector Service.

This service seeks to support people living with Dementia (PLWD) and their carers to have full wrap-around support that will assist the PLWD in navigating their individual journey while living with Dementia and increase their overall wellbeing as much as possible.



The service will comprise a team of Dementia Wellbeing Connectors who will work from Diagnosis to end of life or Care Home admittance to provide a holistic and person-centred support service to those living with Dementia and their carers/family.

The Connectors will champion the needs of those living with Dementia to ensure they are met. They will coproduce client led, individualised wellbeing support plans and then work to support the PLWD to meet the goals within them, whilst providing consistent information advice and assistance, signposting, and onward referrals as well as additional support requirements tailored to individuals on a case-by-case basis.

The service will also lead on providing Dementia education to local communities, building on the good work undertaken through the Dementia Friendly Communities initiative and to other relevant, local, and regional organisations. Service provision will be adaptable and could be either, face-to-face, online, and/or telephone to meet the needs of the PLWD and their carer.

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<sup>1</sup> <https://wwrpb.org.uk/en/dementia-strategy/>

# Age Cymru Dyfed - West Wales Dementia Wellbeing Connector

Key responsibilities of the role:

- Providing a flexible coordinated wraparound support to enable efficient and effective navigation through health, social care, and third sector services, with support for the wellbeing of the people living with dementia (PLWD) throughout their journey from diagnosis through to end of life or admission into a care home.
- Maintaining and effectively manage a caseload, providing wellbeing support plans to PLWD that enable them to adapt to changes they may experience and provide appropriate support based on their changing needs.
- Liaising with referring partners to receive, assess and process in-bound referrals for the service.
- Ensuring that accurate client records are kept and that all relevant information, is recorded by the team in line with GDPR.
- Ensuring that contact SLAs are met and that service users have an initial contact within 48 working hours following receipt of referral, to discuss next steps. Face to face appointments are arranged within 10 working days and Wellbeing Support Plans are provided to the PLWD within 20 working days of first appointment.
- Ensuring that every PLWD, and their carers/family members, receive access to clear and timely information, advice, and guidance about the support available to them.
- Work alongside individuals in a manner that is strengths-based and person-centred, enabling them to be in control and participate as much as possible.
- Championing the needs and rights of the individual living with dementia, respecting their choices, and supporting communication of their views when asked, and promoting rights-based approaches across the Dementia Service.
- Identifying where further 'added value' support could be offered either through Age Cymru Dyfed's other services – e.g., Information and Advice, Befriending Life Links, Digital Support, Practical Services, etc., or another service provider.
- Providing structured on-going support and follow up reviews or keeping in touch calls tailored to the needs of the PLWD as required.
- Facilitating service users' ability to communicate in their language of choice.
- Developing networks with relevant external professional and partner organisations who also work in the field of dementia, memory loss, and other health and social care organisations.
- Raising community awareness of people living with Dementia supporting West Wales to become a Dementia Friendly region.

# Skills, Qualities and Experience

Skills, Qualities, and Experience	Essential (E) or Desirable (D)
The ability to listen and communicate effectively and establish a good rapport with people.	E
A knowledge and understanding of the complex and difficult issues faced by people living with Dementia (and their carers) in west Wales.	E
An understanding of mental health and well-being issues, including Dementia and carer stress	E
An awareness of primary legislation in Wales seeking to address these issues.	E
A broad understanding of health and social care issues for people living with Dementia and those who care for and of support them	E
Experience of adhering to policies and procedures, including those linked to consent, GDPR, adult safeguarding, etc	E
The ability to work objectively, in a person-centred way, effectively liaising with others including but not limited to clients, their carers, health and social care professional, other providers of service, etc	E
The ability to work with a high degree of autonomy; to manage time effectively and prioritise referrals that target those in greatest need.	E
Experience of and commitment to collaborative working and co-production. The ability to make home visits as necessary.	E
Knowledge of the welfare benefits framework and the ability to undertake benefits checks and provide advice to level 4 of the advice framework.(Training will be provided)	D
A knowledge of the framework and organisation of service providing agencies relevant to older people living with Dementia and their well-being needs across Dyfed	D
Spoken and written Welsh to a minimum of level 3.	D
Previous experience of working with individuals living with Dementia and/or their carers.	D

*This job description is intended as a summary of the main elements of the job described. They may be varied from time to time in consultation with the job holder without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.*

## Additional requirements

- Satisfactory Enhanced DBS check and personal references
- Current full UK driving licence and full use of a car for work purposes with the appropriate business insurance cover in place

## Age Cymru Dyfed - Additional Benefits



31 days annual leave inclusive of bank holidays at commencement of employment rising annually with 1 additional long service day for the first 5 years of employment.



Employer contribution to Government Nest Pension Scheme



Employment Assistance Programme - a confidential employee benefit designed to help you deal with personal and professional problems that could be affecting your home life or work life, health, and general wellbeing. Our EAP service provides a complete support network that offers expert advice and compassionate guidance 24/7. It offers a range of employee benefits including:

Free 24-hour confidential helpline to assist with Health and Wellbeing including support with:

- ✓ Stress and Anxiety
- ✓ Counselling
- ✓ Family Issues
- ✓ Bereavement
- ✓ Financial Wellbeing
- ✓ Childcare Support
- ✓ Relationship Advice
- ✓ Legal Information
- ✓ Medical Information
- ✓ Tenancy and Housing Concerns
- ✓ Alcohol and Drug Issues
- ✓ Consumer Issues



24-hour access to Virtual GP Service for employees and their family



Access to a range of discounts via the "Blue Light Card" Scheme



Eyecare Voucher Scheme