



Executive Team Appointment Brief Summer/Autumn 2024

Contents

Introduction
History & Services
Impact & Finances
Board of Trustees
Team Vision
Role Descriptions
Benefits & Applying

Introduction

Thank you for your interest in joining the Executive Team at Age UK Wandsworth. While it continues to be a challenging time for the voluntary sector and for older people, our organisation is working hard to support our clients through the ongoing Cost Of Living crisis, yet still looking ahead to grow and diversify our services. This is, therefore, the perfect time for us to recruit an executive team to help us achieve our goals.

Age UK Wandsworth has a 60+ year history of supporting older people across the borough, thanks to continued support from our fantastic staff, generous funders and donors, and our committed volunteers. We have a strong Board of Trustees, who play a vital role in guiding and governing the charity.

Our local, independent charity has tripled in size and income over the last few years, but lacked extra support for the CEO and staff team during such rapid growth, which is the reason why we are simultaneously recruiting three members of staff to join our leadership team now.

We are searching for three experienced senior leaders to join our executive team: a Director of Operations and Quality, a Director of Branding and Communications, and a Director of Finance and Resources.

We are a friendly and inclusive organisation and welcome contact from people from a variety of backgrounds.

This is an exciting time to join Age UK Wandsworth and help us to shape our charity's future and the impact it has on people's lives, so we are looking forward to hearing from you.



Natalie de Silva,
CEO

A brief history of Age UK Wandsworth

The London Borough of Wandsworth spans from Battersea and Nine Elms in the east, Tooting and Balham in the south, and Putney and Roehampton in the west. Age UK Wandsworth is located in the heart of Wandsworth Town, where we are in a prime location to support the 30,000+ older adults living across the borough.

The organisation began as Wandsworth Older People's Welfare Council in the early 1960s, where residents gathered to discuss issues facing older people in the borough. By the 1970s and 80s, weekly drop-in sessions to deliver advice on money and care, and a befriending service matching volunteers and isolated older people, were well-established. These fledgling programmes marked the beginning of two of our flagship services today.

By the turn of the century, we were operating as Age Concern Wandsworth, with newly-launched support, such as the Handyperson Service, helping us to reach more older people with varying needs across the borough. In 2007, we moved to our head office on Old York Road, which is where we are currently based under the name Age UK Wandsworth.

Last year, we celebrated our 60th anniversary of providing services to the thousands of older Wandsworth residents that come to us each year for free or low cost support to stay happy, healthy and independent at home for as long as they wish to.

While the past few years have been challenging for all sectors, with the hard work of our staff, volunteers and trustees, we have withstood the challenges presented by the pandemic and the Cost of Living crisis. We have continued to thrive and this year we even won the Best Charity Award in the Wandsworth Chamber of Commerce 2024 Business Awards.



Our Services

- Befriending Services
- Community Engagement
- Digital Inclusion
- Foot Clinic
- Gwynneth Morgan Day Centre
- Handyperson Service
- Hospital Discharge Support
- Information and Advice
- Maintenance Cognitive Stimulation Therapy
- Scams Prevention
- Voluntary Services Navigator

Our Activities

- Over 60s Coffee Morning
- LGBTQ+ Coffee Morning
- Roehampton Community Shed

Our People

- 40+ staff
- Senior Leadership Team
- Board of Trustees
- 300+ volunteers

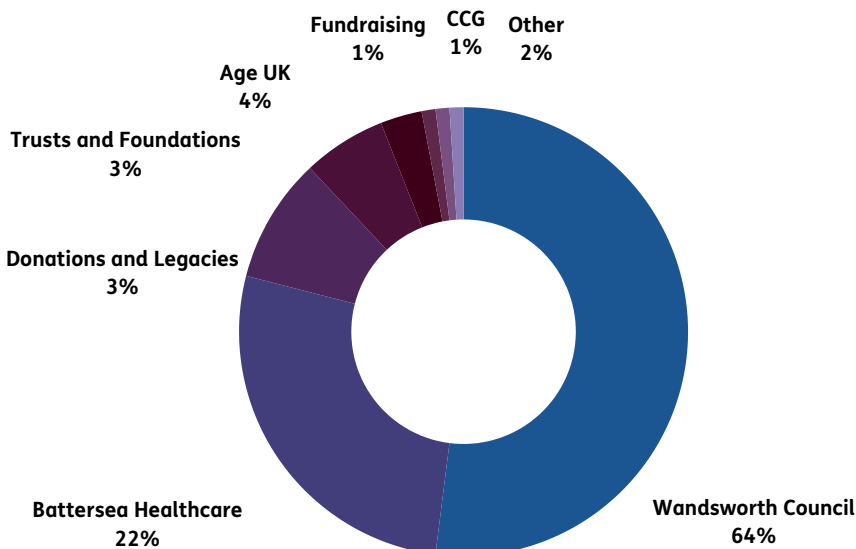
Our Impact 2022-2023



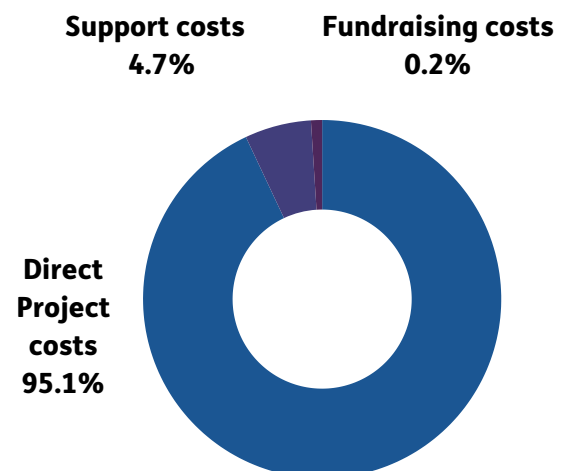
Our finances 2022-2023

We are currently finalising our accounts for 2023-2024. In 2022-2023 our total income was £1,893,572 and our total expenditure £1,531,595. Age UK Wandsworth therefore reported a healthy surplus for 2022-2023 of around £362k. Our financial reserves at the end of the year were robust. This has enabled us to cope with the financial impact on our organisation of COVID-19 and high inflation, and we have been able to operate our services uninterrupted. Our strong reserves position provides a solid cushion for our long-term financial health and security and enabled us to take on the management of a day centre from October 2021.

Income



Expenditure



Our Board structure

Our Board

Jenny Alexander (Co-Chair of Board)
Lara Sonola (Co-Chair of Board)
Tracy Cherrington (Chair of Operations & Quality Committee)
Philip Francis
Karrie Liu
Kim Marshall
Anisha Mistry
Richard Smuts (Chair of Branding & Communications Committee)
Janet Turner (Chair of Finance & Resources Committee)

Board of Trustees

Finance & Resources Committee

Branding & Communications Committee

Operations & Quality Committee

Board Calendar

- The Board meets 6 times per year
- Our sub-committees meet 3-6 times per year as needed
- Our AGM occurs every November
- Our financial year is 1 April to 31 March



"Age UK Wandsworth has been absolutely amazing at helping our patients maintain safety and independence at home. All patients and staff speak extremely highly of your services; you are friendly, timely, extremely helpful and go above and beyond for patients. Thank you for all of your hard work!"

Wandsworth Care Coordinator

Our vision for the executive team

Our vision is simply that everyone should be able to age well in Wandsworth. With over 30,000 older people in our multicultural community, it is vital that we continue to be an effective, agile and sustainable organisation. Our job is to ensure that we deliver high-quality, cost-effective services that mirror the diverse and changing needs of our older residents. Our funders, amongst which we count Wandsworth Council, Battersea Healthcare CIC, and Trust for London, set high, measurable standards for performance delivery.

We are keen to recruit an experienced executive team, who will bring their own knowledge and skills, whilst developing a keen understanding of the values, strategies and aspirations of Age UK Wandsworth.

Our positive trajectory of growth and financial sustainability over the last few years has contrasted with many other small to medium sized charities in the voluntary sector. Consequently, we now need an executive team to support our CEO to improve systems and embed good practices and efficiencies that will strengthen our existing services, grow our reputation, build our finances and resources, and allow us to continue to flourish.

These are exciting, new roles and the successful candidates will have the opportunity to shape much of their positions. They will also enjoy the autonomy of being a part of an executive team with a CEO who genuinely believes in distributed leadership and wants her colleagues to excel in and enjoy their professional roles.

Please note that while we endeavour to be a modern, supportive employer, the very nature of our work means that we do still have a visible, physical presence in Wandsworth and we work with our clients in person every day, which has been a huge part of our success. These roles, therefore, are not suitable for those who wish to work from home full time and they will suit people who like being around others in a busy workplace.

Please also note we are neither funded nor governed by Age UK and we are an independent separately incorporated organisation, so you would be working in a local charity where everyone needs to get their hands dirty, including at the executive team level.

If your interest has been piqued and you enjoy a challenge, please continue reading, take a look at the job description for the role you are interested in, and consider whether this might be the right fit for you.

If you would like an informal conversation before applying, please email Natalie at ceo@ageukwandsworth.org.uk to arrange a call.



Director of Operations and Quality

JOB DESCRIPTION

Key responsibilities

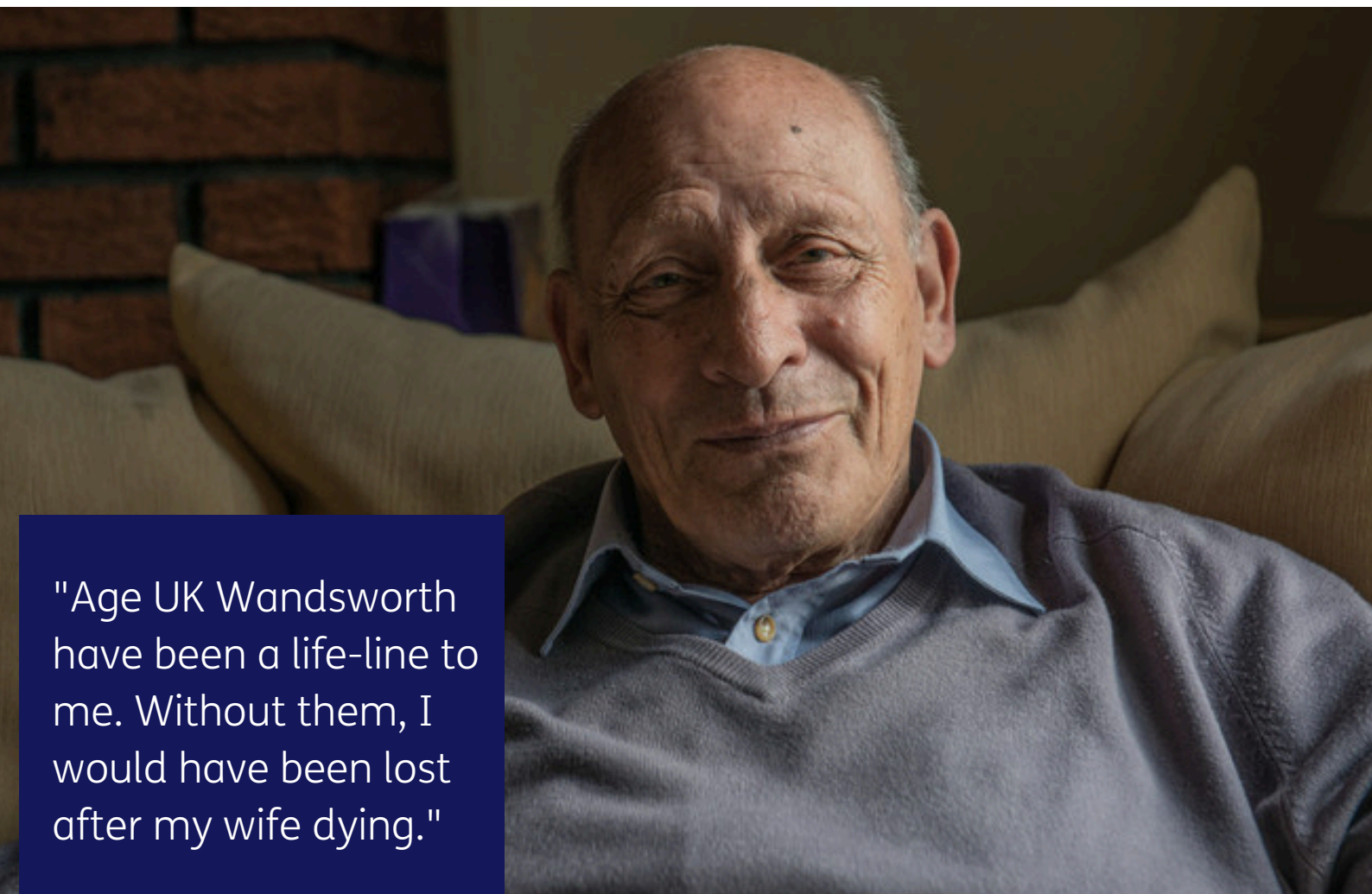
1. Leadership: Lead on talent management, professional development and HR processes across the organisation to enable all staff to benefit from effective line management and appropriate training so they can develop skills and perform successfully in their roles.
2. Responsibility: Provide line management and supervision to members of the Senior Leadership Team.
3. Innovation and Improvement: Ensure all our services are delivered safely and to a high standard with a view to continuous improvement and sustainability. Seek to identify opportunities for innovation, improvement and development and support the CEO to develop further services and funding opportunities.
4. Health and safety: Oversee all aspects of health and safety across the organisation on all our sites, including but not limited to security, fire, transport, etc, and associated policies. Identify, mitigate and manage risk across the organisation. Keep the Risk Register up to date for the organisation, alongside the Director of Finance and Resources, and ensure that all services' risk assessments and associated policies and procedures are kept up to date by the relevant staff.
5. Volunteering: Oversee and improve our volunteering strategy to ensure that we have a regular pipeline of volunteers and that all volunteers have a safe, enjoyable and rewarding experience with our organisation and with our clients.
6. Data and reporting: Oversee data collection to ensure the organisation can effectively monitor, analyse and report impact (monthly, quarterly, annually, as required) to a variety of audiences. Work with the Senior Leadership Team to develop new and innovative methods of evaluating our impact as an organisation, and sharing best practice.
7. Meetings: Prepare thorough documents for, present at, and minute the meetings, as required, for Board meetings, sub-committees and various meetings with staff and other stakeholders.
8. Quality: Work with the CEO and other staff to achieve and maintain accreditations and quality standards. Carry out all tasks according to Age UK Wandsworth's policies and standards, in particular on confidentiality, safeguarding, equal opportunities and health and safety policies
9. Compliance: Ensure compliance with all policies and procedures so that the organisation meets and exceeds legal and regulatory obligations, including but not limited to safeguarding, GDPR, and EDI. The post holder will be required to undertake an enhanced DBS check and will become a DBS manager for the organisation.
10. Flexibility: Deputise for the CEO as required; for example, at meetings and events or whilst she is on leave. Be prepared to adapt to meet the needs of the organisation, which may include evening/weekend working, covering vacancies, researching new areas of interest for the organisation, to name a few tasks. Undertake any other additional responsibilities and duties as requested by the CEO and be mindful that this job description may undergo changes to meet the needs of the organisation and the skill-set of the successful applicant.

PERSON SPECIFICATION

1. Compassion and emotional intelligence are essential for success in this leadership role at Age UK Wandsworth, as are outstanding listening and communication skills.
2. Significant experience in leading and managing at a senior level in an organisation and all the usual associated responsibilities, such as safeguarding, GDPR, reporting, HR and performance management, strategy development, quality assurance, budgets, service development and improvement, etc.
3. Excellent organisation skills to work independently, within a team, under pressure and in a demanding environment.
4. Exceptional attention to detail and the ability to work simultaneously on multiple priorities.
5. Flexibility to respond positively to feedback in order to meet the needs of the organisation and to effectively support a busy CEO.
6. A motivational, collaborative and inclusive approach with all stakeholders.
7. Excellent levels of literacy and numeracy for reporting, audits and funding bids.
8. Excellent IT skills are essential (e.g. we use Microsoft, databases, Canva, websites, social media).
9. An understanding of issues affecting the voluntary sector, older people and people with disabilities is desirable.

TERMS

Salary:	£50,000 pro rata per annum
Hours:	28 or 35 hours per week (over 4 or 5 days)
Location:	Wandsworth (we are a multi-site organisation)/London
Responsible to:	Chief Executive Officer
Contract:	Permanent (with 6 month probationary period)



"Age UK Wandsworth have been a life-line to me. Without them, I would have been lost after my wife dying."

Director of Branding and Communications

JOB DESCRIPTION

Key responsibilities

1. Promotion: Actively promote, in person and online, our independent, local charity to older people, the wider public, local influential public figures and organisations (e.g. councillors, commissioners, commercial businesses) and other organisations that support older people.
2. Website and Social Media: Continuously develop and maintain the organisation's website and blog, LinkedIn profile and YouTube account, ensuring all content is accurate, up-to-date, relevant and compelling. Grow the charity's social media presence and followers, including LinkedIn, Facebook, Instagram and X, ensuring daily content is engaging and well-written and that comments and queries are responded to within 48 hours. Work with staff to gather powerful case studies, stories, images and evidence for a variety of purposes, such as the charity's blog, recruitment of volunteers or impact reports.
3. Marketing: Develop and implement the Marketing Strategy, design and produce marketing materials in line with branding guidelines, such as the annual impact report, newsletter and service leaflets.
4. Events: Organise and attend the annual AGM, organise 3-4 annual fundraising events, organise marketing and campaigning events, and identify and recruit participants for fundraising activities such as marathons.
5. Press and Awards: Generate opportunities for Age UK Wandsworth to be in the press, respond to press enquiries, and produce press releases to attract media attention and distribute to all relevant media contacts. Actively apply for awards for the charity to win.
6. Income generation: Improve upon and diversify the charity's existing community fundraising strategy and activities. Develop and implement a corporate fundraising strategy with local businesses. Develop and implement a strategy for promoting legacy-giving. Lead on individual supporter relationship management to encourage long-term repeat giving. Write compelling small bids and support the CEO with writing larger bids.
7. Data and reporting: Work with the Director of Finance and Resources to oversee income generation data to ensure the organisation can effectively monitor, analyse and report impact (monthly, quarterly, annually, as required) to the CEO and Board.
8. Meetings: Prepare thorough documents for, present at, and minute the meetings, as required, for sub-committees and various meetings with staff and other stakeholders.
9. Compliance: Ensure compliance with all policies and procedures so that the organisation meets and exceeds legal and regulatory obligations, including but not limited to the Fundraising Regulator Code, GDPR, and EDI. The post holder will be required to undertake an enhanced DBS check and ensure any volunteers working under them hold a current DBS.
10. Quality: Work with the CEO and other staff to achieve and maintain accreditations and quality standards. Carry out all tasks according to Age UK Wandsworth's policies and standards, in particular on confidentiality, safeguarding, equal opportunities and health and safety policies.
11. Flexibility: Deputise for the CEO as required; for example, at meetings and events or whilst she is on leave. Be prepared to adapt to meet the needs of the organisation, which will include evening/weekend working at networking and fundraising events and researching new areas of interest for the organisation, to name a few tasks. Undertake any other additional responsibilities and duties as requested by the CEO and be mindful that this job description may undergo changes to meet the needs of the organisation and the skill-set of the successful applicant.



“I love coming to the day centre and seeing my friends. The staff are all really kind and help me with any problems I have.”

PERSON SPECIFICATION

1. Excellent communication skills and emotional astuteness are essential for this role as a “brand ambassador” for the charity and for deputising for the CEO, as is the ability to stand up in front of an audience and network and present with confidence. An understanding of issues affecting the voluntary sector, older people and people with disabilities is desirable to help the post holder achieve the above.
2. Strong and collaborative leadership skills with the ability to inspire, include and motivate teams and stakeholders across the charity to achieve common goals, alongside all the usual associated senior leader responsibilities, such as safeguarding, GDPR, reporting, performance management, strategy development, quality assurance, budgets, service development and improvement, etc.
3. Exceptional written communication skills and attention to detail, with the ability to craft compelling, persuasive narratives and messages for diverse audiences and purposes.
4. Expertise in digital and social media strategy with hands-on experience (you won't have a fundraising and marketing assistant until you can generate income for us to employ one) of leveraging digital platforms to drive engagement and brand awareness and to increase income.
5. Creativity and expertise in using a variety of means to generate income from multiple sources.
6. Strong analytical skills, with the ability to interpret data and insights to inform decision-making, optimise communication strategies and generate income.
7. Excellent organisation and administrative skills to work independently and on multiple priorities simultaneously, within a team, under pressure and in a fast-paced environment.
8. Excellent IT skills are essential (e.g. we use Microsoft, databases, Canva, Enthuse, websites, social media, etc).
9. Flexibility to respond positively to feedback in order to meet the needs of the organisation and to effectively support a busy CEO.

TERMS

Salary: £50,000 per annum pro rata

Hours: 21 hours per week (to be agreed over either 3, 4 or 5 days)

Location: Wandsworth/London

Responsible to: Chief Executive Officer

Contract: Permanent (with 6 month probationary period)

Director of Finance and Resources

JOB DESCRIPTION

Key responsibilities

1. Leadership: Ensure all staff in the finance team benefit from effective, positive and inspiring line management and appropriate training so they can develop their knowledge and skills and perform successfully in their roles in a culture of integrity.
2. Responsibility: Oversee, monitor and evaluate every area of finance and resourcing for the charity in line with charity law and to support the charity's strategy and objectives, including but not limited to budget, cashflow, accounts, annual audit, banking, assets, investments, technology, premises, procurement, suppliers and contracts, and any trading subsidiaries.
3. Reporting: Deliver robust and timely monthly, quarterly and annual accounts and reports, as required by funders, the CEO and Board.
4. Risk and Controls: Ensure the charity always operates robust financial controls and technological procedures, manage the organisation's Risk Register alongside the Director of Operations and Quality, and lead a process of continuous improvement to the charity's financial processes to ensure efficiency, sustainability and cost-effectiveness.
5. Audit: Ensure that the charity successfully passes all audits and inspections and submits timely reports to Companies House and The Charity Commission.
6. Investments: Lead thinking, advise, report on, and support the CEO and trustees in oversight and decision-making for the charity's investment portfolio.
7. Income generation: Support the Executive Team with their endeavours to develop and diversify the charity's income generation activities, for example, community fundraising, grant applications, charged services, new service contracts, etc.
8. Meetings: Prepare thorough documents for, present at, and minute the meetings, as required, for Board meetings, sub-committees and various meetings with staff and other stakeholders.
9. Compliance: Ensure compliance with all policies and procedures so that the organisation meets and exceeds legal and regulatory obligations, including but not limited to safeguarding, GDPR, and EDI. Carry out all tasks according to Age UK Wandsworth's policies and standards, in particular on confidentiality, safeguarding, equal opportunities and health and safety policies. The post holder will be required to undertake an enhanced DBS check and will become a DBS manager for the organisation.
10. Flexibility: Deputise for the CEO as required; for example, at meetings and events or whilst she is on leave. Be prepared to adapt to meet the needs of the organisation and work with an entrepreneurial CEO, which may include evening/weekend working, covering vacancies, researching and budgeting for new areas of financial interest for the organisation, to name a few tasks. Undertake any other additional responsibilities and duties as requested by the CEO and be mindful that this job description may undergo changes to meet the needs of the organisation and the skill-set of the successful applicant.



PERSON SPECIFICATION

1. Professional accountancy qualification and significant experience in a financial management role are essential. An understanding of voluntary sector financial requirements is desirable.
2. Emotional intelligence is essential for success in this leadership role at Age UK Wandsworth, as are outstanding listening and communication skills and the ability to problem-solve in an agile environment.
3. Significant experience in leading by example and collaborating and managing at a senior level in an organisation with all the usual associated responsibilities, such as safeguarding, GDPR, reporting, HR and performance management, strategy development, quality assurance, budgets, service development and improvement, etc.
4. Exceptional organisation skills will be necessary to work independently, within a team, under pressure and in a demanding environment.
5. Meticulous attention to detail and the ability to work simultaneously on multiple priorities.
6. Ability to thoughtfully analyse data and information and then clearly interpret it for others orally and in writing.
7. Flexibility to respond positively to feedback in order to meet the needs of the organisation and to effectively support a busy CEO.
8. Excellent levels of literacy and numeracy for accounting, reporting, audits and funding bids.
9. Excellent IT skills (e.g. we use Sage, Microsoft, databases, Enthuse).
10. An understanding of issues affecting the voluntary sector, older people and people with disabilities is desirable.

TERMS

Salary: £50,000 per annum pro rata

Hours: 21 hours per week (over either 3 or 4 days to fit with your team)

Location: Wandsworth

Responsible to: Chief Executive Officer

Contract: Permanent (with 6 month probationary period)

Applications

Please fill in the Application form, Equalities Monitoring form and Declaration of Criminal Records form. Completed forms must be emailed to ceo@ageukwandsworth.org.uk for the next stage of the application process to begin.

GDPR

In order to store your information, under GDPR guidelines you must give us consent to do so and this is taken as read when you submit your application. Consent can of course be withdrawn at any time by emailing info@ageukwandsworth.org.uk or by calling 020 8877 8940.

Diversity

Age UK Wandsworth believes in equality of opportunity in the appointment of staff and volunteers and this is reflected in the current profile of our organisation. We welcome applications from all sections of the community.



Interview dates

We are interviewing on a rolling basis, as and when suitable applications are received, and reserve the right to close the application process for any role early. Our interview dates, in the first instance, are:

- 27 August
- 17 September
- 9 October
- 23 October

Benefits

We can offer you:

- Job satisfaction in a vibrant workplace where no day is ever the same
- An experienced and supportive leadership team
- A friendly, hypo-allergenic office dog
- Plenty of professional development
- Kind and caring colleagues who work as a team
- A great employer's pension contribution
- A cycle to work scheme
- An employee shopping benefits scheme
- An employee assistance programme (EAP)



"Age UK Wandsworth staff have helped me and my service users in so many different situations; the Handyperson Service, Hospital Discharge Support, Befriending services and even Online Food Shopping, all of those services are absolutely essential and I don't know how we would manage without this provision in place. Furthermore, the staff are absolutely great and always happy to help. Thank you for everything you do!"

NHS Occupational Therapist



549 Old York Road
Wandsworth
London
SW18 1TQ

020 8877 8940
info@ageukwandsworth.org.uk

www.ageuk.org.uk/wandsworth

Age UK Wandsworth is a trading name of Age Concern Wandsworth which is a registered charity (number 1069406) and company limited by guarantee (registered in England and Wales number 3531311). Registered office: 549 Old York Road, Wandsworth, London, SW18 1TQ.

Gwynneth Morgan Day Centre
52 East Hill
Wandsworth
SW18 2HJ

020 8877 8947
daycentre@ageukwandsworth.org.uk