



EAST LONDON CARES

## Programme Coordinator (Love Your Neighbour) Job application pack

- £26,000 annual salary;
- Permanent, full-time (37.5 hours per week);
- Remote and office based (Bethnal Green) with programme work taking place across Hackney and Tower Hamlets;
- 26 days of annual leave per year, plus bank holidays;
- Staff counselling service;
- Flexible working hours;
- Application deadline: Monday 28th June 2021

**East London Cares is an anti-racist organisation committed to advancing anti-racism and inclusion. We particularly welcome applications from Black, Asian and Minority Ethnic people, who are under-represented in our organisation. We are an equal opportunities employer.**

### ABOUT THE CARES FAMILY

The Cares Family helps people find **community and connection in a disconnected age**. First established in 2011, our objectives are to reduce loneliness and isolation by creating and supporting meaningful mutual relationships between people who might not otherwise interact; to help people feel **belonging, purpose and power in a rapidly changing world**; and to bring people together to **reduce the gaps across social, generational, digital, cultural and attitudinal divides**.

Over the past ten years, we have worked towards that mission by building five local charities in big cities, which each **bring older and younger people together to share time, laughter, new experiences and friendship**. We have focused here because older and younger people are most at risk of loneliness, particularly in cities which can feel anonymous, isolating and lonely. Those charities – **North London Cares** (established 2011), **South London Cares** (2014), **Manchester Cares** (2017), **Liverpool Cares** (2018) and **East London Cares** (2019) – have brought 18,000 older and younger people together to share over 500,000 interactions through 4,500 social clubs and 18,000 one-to-one hours.

#### Our Values

These values are an important part of what it means to work at The Cares Family. **They're for us as staff, but also for our partners, neighbours and volunteers**; we expect everyone to act in accordance with them.

We strive to live by them in everything we do and to use them as guides for decision making. It's not just about what we do, **but how we do it.**

- **Kindness:** we are empathic, respectful and optimistic, putting people at the heart of everything we do.
- **Community:** we are rooted in place, representing the needs, stories and language of local people authentically, and are passionate about the power of collective agency to advance justice and togetherness.
- **Trust:** we are dedicated, responsive, reliable and accountable to people in their neighbourhoods as well as our valued partners.
- **Bravery:** we are ambitious for our neighbours and for our model, and aware of the power of openness and honesty in leadership.
- **Learning:** we constantly appraise and innovate in our work, developing the most relevant, creative and adaptable approaches.

The Cares Family is at a moment of opportunity to make an even bigger difference in the future, and **we're looking for a new colleague who can help us to achieve that mission of building a world that is kinder, more connected and more empathetic.**

## ABOUT THIS ROLE

East London Cares is the youngest of The Cares Family charities and after launching in October 2019, had only six months of face-to-face programmes before the pandemic and lockdown restrictions hit. Nonetheless, East London Cares has connected almost 1000 older and younger neighbours in Hackney and Tower Hamlets, through our [four core programmes](#). **We're now looking for an organised, confident and versatile Programme Coordinator to lead our Love Your Neighbour programme, and support one-to-one friendships between our older and younger neighbours.**

In this role, you will work with our Head of Programmes and Volunteer and Outreach Coordinator to develop, deepen and expand our Love Your Neighbour programme. **You will meet hundreds of older and younger people, create friendships across the generations, support those friendships to deepen and thrive,** and ensure our safeguarding, records and storytelling procedures are upheld to the highest standards.

You will be introducing yourself to **older neighbours in various circumstances** – from the most active, outgoing fun-loving 90-somethings to people with huge and complex challenges navigating complicated situations. You will need to **diligently articulate East London Cares' vision and the aims and objectives of our Love Your Neighbour programme** so that all participants – including older and younger neighbours, family members, health agencies, councils and other partners - understand the role we play.

And you will need to support those neighbours to get the most out of their mutually beneficial relationships – through our **check-in processes, regular reviews, informal encouragement, digital storytelling and other reporting requirements**, so that East London Cares continues to grow and the relationships we build continue to thrive.

When you join our team, you will regularly be out in the community, **meeting older neighbours joining the network for the first time, hosting inductions for new volunteers, making matches** in people's homes, working with colleagues across East London Cares and the rest of The Cares Family, and holding meetings with various referral organisations and other partners key to the successful delivery of the Love Your Neighbour programme and our overall vision.

We therefore need someone who understands and is motivated by the demographics and social challenges of Hackney and Tower Hamlets and the issues we work on. We need someone who is passionate about people and can clearly promote our vision for building friendships across traditional divides in order to tackle isolation and loneliness in those boroughs. We are looking for **someone who can talk to and relate to people from all backgrounds, no matter their circumstances** – someone equally comfortable discussing illness and isolation with a 95-year-old housebound older neighbour as they are talking about work and weddings with a 25-year-old.

#### **OBJECTIVES OF THE ROLE ARE TO:**

1. **Grow and sustain the Love Your Neighbour programme in Hackney and Tower Hamlets.**

This includes:

- **Assessing and inducting both new older neighbours and younger volunteers** interested in having a Love Your Neighbour friend;
- **Following our safeguarding policy** and navigating the social care network to support our neighbours;
- **Introducing new Love Your Neighbour friends** during regular working hours, and occasional evenings and weekends (with time off in lieu);
- **Communicating regularly with our older and younger neighbours**, on the telephone, in writing and in person, including home visits and meetings in the community;
- **Supporting older neighbours with ad hoc tasks** to enhance their wellbeing and prevent further isolation, including liaising with statutory and health services to gain access to specific support;
- **Keeping our database accurate and up-to-date**, and using that data to regularly analyse progress, making adaptations to programmes accordingly.

2. **Build and maintain effective community partnerships in Hackney and Tower Hamlets.**

This includes:

- **Working with partners across the public, private and community sectors** – receiving referrals from local authorities, health professionals and other sources, communicating with our internal team, and delivering outcomes for neighbours, volunteers and East London Cares as a whole;
- **Communicating professionally and warmly with our third-party referral partners** in local authorities, health agencies, community organisations as well as with members of the public;
- **Presenting on East London Cares' purpose and core activities** to existing and potential partners in the community

3. **Build awareness of, and interest in, the Love Your Neighbour programme within Hackney and Tower Hamlets.** This includes:

- **Creating engaging, powerful communications**, including digital and printed material and content, to facilitate the delivery of Love Your Neighbour;
- Managing the **creation and distribution of our monthly email communications** with regular Love Your Neighbour volunteers;
- Creating **weekly social media content** that shares the stories of our Love Your Neighbour matches, and increases exposure and interest in the programme;
- Working with the Volunteer and Outreach Coordinator and Head of Programmes to **proactively build a pipeline of referrals and applications into the programme.**

**ESSENTIAL SKILLS, EXPERIENCE AND PERSONAL QUALITIES:**

- You have a proven track record in **building and supporting relationships** with diverse groups and individuals;
- You are **approachable, resilient and discreet**, with the ability to **build trusting relationships while maintaining firm boundaries and demonstrate good judgement;**
- You're an **authentic, high-quality communicator and storyteller** who is confident in blog writing and social media;
- You are a competent and organised **multi-tasker, team-player** and determined **problem-solver;**
- **You are adaptable and enthusiastic** about working in a fast-growing, fast-moving organisation, and can work confidently both **within a team and independently;**
- You are **committed to creating an inclusive, anti-discriminatory and programme** that tackles loneliness and isolation amongst older and younger neighbours alike.

## DESIRABLE SKILLS AND EXPERIENCE:

- Experience in **safeguarding** and working with partners in the social care sector;
- **Understanding of the culture and socio-economic challenges** facing east London, particularly Tower Hamlets and Hackney;
- Experience of working with **community organisations/groups**;
- Good grasp of **Salesforce or other CRM systems**;
- Experience using Microsoft Office applications and Google Docs.

## OTHER REQUIREMENTS:

- You have the flexibility to work some evenings and weekend days in order to deliver your work, with time off provided in lieu (approx. three evenings and one weekend day a month);
- You are able to obtain a clear DBS certification (provided by East London Cares);
- You can provide the details of two references from paid or unpaid work. Referees will only be contacted after a successful interview;
- You have the right to work in the UK.

## HOW TO APPLY

Following feedback and suggestions we received from our last recruitment round, and to try and make our recruitment processes more equitable, we are continuing to trial a task based application process. Therefore **we are not accepting CVs for this job vacancy**. To apply for this role, please read this job application pack and the below task descriptions carefully. You can then upload your three completed tasks via our [online application form](#) by **11:59pm on Monday 28th June 2021**. Once you've submitted your application, you will have 24 hours to make any amendments, so **please have your three completed task files ready to upload before starting the form**.

**Successful applicants will be asked to attend an interview on Monday 12th July.**

If you would like to know more about the role or East London Cares before applying, please join us at our [online information session on Friday 18th June at 12pm](#). This session will offer you a chance to meet East London Cares' Head of Programmes and ask questions about the role, the Love Your Neighbour programme and the charity. Please note that we will not be assessing or interviewing anyone during this session, **it is informal and will not influence or impact your application**.

## APPLICATION TASKS

*Please note that the interview panel are the only members of staff who will see your task work. We value intellectual property, and will not use any of your ideas or suggestions without your consent.*

### **Task 1: Introduce yourself**

Please send us an audio recording of you introducing yourself and why you are interested in this role.

**Why we're asking for this:** In this role, you will be introducing yourself to hundreds of new older and younger neighbours who may be nervous about meeting new people. This task helps us learn a little about you and how you introduce yourself without the pressure of an interview setting. It also helps us to make sure we pronounce your name correctly and use the right pronouns, so please include those if you wish.

**Tip:** Try to relax, and imagine you're having a conversation on the phone. We're not looking for a perfect recording, but we are hoping to get a sense of who you are and why you'd like to work at East London Cares.

**Requirements:** Audio file no longer than 3 minutes. Please name your file: [YOURNAME]Task1.

### **Task 2: Your skills, experience and personal qualities**

Please tell us how you meet the essential and (if applicable) desirable skills, experience and personal qualities listed above in this job application pack. List each bullet point, and give an example of how you meet the criteria - this could be through paid or unpaid work, volunteering experience or training.

**Why we're asking for this:** As we're not asking for cover letters and CVs, we'd like to offer you the chance to tell us about knowledge, skills or experience you have (whether paid or voluntary) that would make this the right job for you.

**Tip:** We look for transferable skills as well as experience. You may not have had a similar role in the past, but you may have performed similar tasks or have been able to demonstrate the criteria in a different way.

**Requirements:** Word doc, Google doc or pdf. Maximum of two pages. Please name your file: [YOURNAME]Task2.

### **Task 3 - Facilitating friendships**

A newly matched volunteer has emailed you to say the older neighbour they visit is very quiet, they are struggling to make conversation and their visits feel awkward. Please tell us how you would respond to the volunteer, including two ideas or suggestions the volunteer could use to help break the ice and support the development of this friendship.

**Why we're asking for this:** When neighbours are matched, it can sometimes take a while before conversation starts to flow and a friendship starts to build. In this role, you would play a key part in making strong matches, and supporting both the older neighbour and volunteer to feel confident and at ease.

**Requirements:** Max. 500 words. Word doc, Google doc or pdf. Please name your file: [YOURNAME]Task3.

Please upload your prepared files via our [online application form](#) by **11:59pm on Monday 28th June 2021**. If you have any problems sending your application or have any accessibility needs, please contact Roxi, our Head of Programmes, at [roxanne.rustem@eastlondoncares.org.uk](mailto:roxanne.rustem@eastlondoncares.org.uk) or by calling **0207 118 4949** and selecting **option 0**.

**We're looking forward to receiving your application, good luck!**