



EAST LONDON CARES

Volunteer and Outreach Coordinator 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: Sunday 1st August 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 excited to now be looking for a new Volunteer and Outreach Coordinator to join our dynamic team.**

Our unique proactive **outreach identifies people most at risk of loneliness in our communities** and invites and inspires them to get involved. Young people are recruited through social, digital and employment networks and by the power of sharing positive stories online, while older people are engaged through door-knocking, referrals from community partners and through face-to-face interactions in locations like supermarkets, community centres and GP surgeries. During Covid-19, our outreach has prioritised referrals to and from our many community partners.

In this role, you will work closely with our dedicated team to **develop, deepen and expand our outreach and the management of our large network of volunteers.** You will meet hundreds of older younger people, helping to create friendships across the generations, tackling isolation and loneliness amongst both groups, and ensuring our safeguarding, records, and storytelling procedures are upheld to the highest standards.

All of that requires a broad skill set, with particular emphasis on **organisation and communication**, and characteristics including **confidence, warmth, determination and resilience.** You will be at the heart of the charity, encouraging older and younger Londoners to be part of East London Cares. **You'll lead our induction and onboarding processes**, to enthuse, motivate and mobilise hundreds of young people to spend time with their older neighbours. **You will meet older people in various circumstances** – from the most active, outgoing fun-loving 90-somethings to people facing huge and complex personal challenges. **You will also be our chief communicator with community partners** including NHS services, housing services, charities and community groups. You will confidently and clearly articulate East London Cares' vision, aims and objectives so that all participants and stakeholders understand the unique role we play.

We therefore need someone who **understands and is motivated by the demographics and social challenges of Hackney and Tower Hamlets** – someone who is passionate about people and can clearly promote our vision for building friendships across deepening divides in order to tackle isolation and loneliness. As well as working with our supportive team, you will be trusted to work dynamically and independently across this exciting young charity, with a growing profile and backing from major local and national supporters. You will also have access to development opportunities, professional support and networks to play a lasting, transformative role in the progression of The Cares Family vision.

Therefore we're looking for someone with a proven track record in building and supporting relationships with partners and individuals, with all the complications those relationships inevitably have. We need a confident communicator, who is just as comfortable picking up the phone to introduce yourself to a new partner, as you are writing a letter to an older neighbour. You'll also work well into a fast-paced environment, where teamwork is essential but where individual skills and distributed leadership are also required.

OBJECTIVES OF THE ROLE ARE TO:

1. **To design, deliver and grow the Volunteer and Outreach programme in Hackney and Tower Hamlets.** This includes:
 - **Leading, planning and delivering East London Cares' proactive outreach in the community**, facilitating and supporting new and existing neighbours to be involved in our core activities;
 - **Leading retention and re-engagement efforts** to ensure neighbours who aren't regularly attending activities can do so;
 - **Communicating regularly with our older and younger neighbours**, on the telephone, in writing and in person, including home visits and meetings in the community;
 - **Overseeing the volunteer sign-up process**, leading monthly inductions for new participants;
 - Leading on Outreach-specific **monitoring and evaluation**;
 - **Following our safeguarding policy** and navigating the social care network to support our neighbours;
 - **Leading on our 'digital divide' work**, which includes matching older and younger neighbours up for tech support and advice;
 - **Supporting older neighbours with ad hoc tasks** to enhance their wellbeing and prevent further isolation. This includes signposting and making referrals to external partners;
 - **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;
 - **Keeping up to date** on local organisations, community groups, charities and other potential community partners, and introducing them to East London Cares’ work;
 - **Presenting on East London Cares’ purpose and core activities** to existing and potential partners in the community – including health professionals, housing associations and community stakeholders.
3. **Build awareness of, and interest in, East London Cares within Hackney and Tower Hamlets.**
This includes:
- **Creating engaging, powerful communications**, including digital and printed material and content, such as blogs, social media posts and flyers;
 - Managing the **creation and distribution of our monthly email communications** with older and younger neighbours;
 - Creating **weekly social media content** that shares the stories of our neighbours and boroughs, and increases exposure and interest in the charity;
 - Working with the Head of Programmes to **proactively build a pipeline of referrals and volunteer applications into East London Cares’ programmes.**

ESSENTIAL SKILLS, EXPERIENCE AND PERSONAL QUALITIES:

- You have a proven track record in **building and maintaining relationships** with diverse groups in the community, including community partners and individuals;
- You are **approachable, resilient and discreet**, with the ability to **build trusting relationships while maintaining firm boundaries**;
- You’re an **authentic, high-quality communicator and storyteller, both written and verbal**, who is confident in blog writing, social media and presenting;
- 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;

- **A good understanding of Hackney and Tower Hamlets**, including the culture and socio-economic challenges both boroughs face;
- Experience in **creating vibrant promotional materials** and using Canva (or other design apps);
- 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 two recruitment rounds, 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 Sunday 1st August 2021**. Once you've submitted your application, you will have 24 hours to make any amendments, so **we advise having your three completed task files ready to upload before starting the form**.

Successful applicants will be asked to attend an interview on Monday 9th August.

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 and community partners. 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: Strategy

For this task we'd like you to **create a short work plan**, that lists what you would plan to do during the first three months in this role. You can present your work plan in any format you like, for example you might use a Gantt chart, a timeline or just simple bullet points. You don't need to go into great detail, just show us what steps you think you would need to take and when.

Why we're asking for this: This role requires lots of independent working to help introduce East London Cares to as many people in the community as possible. Therefore we're looking for someone who is proactive and strategic in their approach. If you are offered the job you'll also be able to put this work plan into action, with support from our Head of Programmes, giving you a strong start into a new role.

Requirements: Word doc, Google doc or pdf. Maximum of one page. Please name your file: [YOURNAME]Task3.

Please upload your prepared files via our [online application form](#) by **11:59pm on Sunday 1st August 2021**. If you have any problems sending your application, have any accessibility needs, or would like to have an informal chat about the role, please contact Roxi, our Head of Programmes, at roxanne.rustem@eastlondoncares.org.uk or call **07840 066 239**.

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

[CLICK HERE TO SUBMIT YOUR APPLICATION](#)