



Outreach and Engagement Officer Job Application Pack

- Initial 12-month contract; part time hours (18.75 hours / 2.5 days a week)
- Salary: £13,000 (FTE £26,000)
- FTE 26 days' annual leave per year (13) plus bank holidays
- Remote and office based with programme work taking place across Camden and Islington
- Flexible working hours
- Staff counselling service
- **Application deadline: 5pm on Tuesday 18th April 2022**

ABOUT THIS ROLE

North London Cares started in 2011 and currently supports a community network of over 1800 older and younger neighbours in Camden and Islington. **We're excited to be looking for a new Outreach and Engagement Officer to join our dynamic team.**

In this role, you will **work closely with our Volunteer and Outreach Coordinator and our Social Clubs and Love Your Neighbour teams to support older neighbours to join and remain active** in our programmes. This will include implementing processes to **warmly welcome new referrals and regularly re-engage neighbours** from our network. You will also support neighbours to **overcome any barriers to connection** with their community they may be facing, by acting as a bridge between them and any local, community or statutory services. You'll be required to **research and approach new community partners, and maintain referral pathways**, working closely with the whole team to identify who can provide support or connect new neighbours to our programmes in different areas.

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 in a fast-paced environment, where teamwork is essential but where individual skills and distributed leadership are also required. You'll be someone who **understands and is motivated by the demographics and social challenges of Camden and Islington** – 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.

North 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.

OBJECTIVES OF THE ROLE ARE TO:

1. **Recruit and re-engage older and younger neighbours** in the North London Cares network. This includes:
 - Working with the Volunteer and Outreach Coordinator to **welcome new referrals**, sending appropriate resources via post and email;
 - Completing **re-engagement calls, letters and emails and visits** to older neighbours to help them address barriers to joining social clubs, including meeting them at clubs or exploring travel options.
 - **Ensuring policies** – including safeguarding, anti-racism and GDPR – and processes are followed, and incidents and safeguarding concerns are managed in a compliant, kind, sensitive and timely manner;
 - **Expand our pool** of younger neighbours (volunteers) through targeted outreach in both boroughs to reflect the diversity of our community.
 - Ensuring Salesforce **records and processes are kept up to date and followed accurately.**
2. **Collaborate with the Social Club and Love Your Neighbour teams and Volunteer and Outreach Coordinator to provide support to neighbours.** This includes:
 - **Supporting older neighbours to access the services they need to enhance their wellbeing** and prevent further isolation, including liaising with statutory services to gain access to specific support;
 - **Supporting neighbours to have agency in responding to complex and challenging situations** in their lives, through actively signposting to appropriate services and making referrals to external partners including social services;
 - **Supporting the Social Clubs team** with club bookings and in-person support as necessary.
 - Attend occasional home assessments with the Love your Neighbour Coordinator
 - Support the Volunteer and Outreach officer in monthly inductions both in-person and virtual

3. **Building awareness of North London Cares in the local community.** This includes:

- **Liaising with community partners** to discuss referrals to Social Clubs and Love Your Neighbour programmes;
- Researching and attending Outreach events taking place across both boroughs;
- **Researching, identifying gaps and connecting** with new community partners;
- **Designing** engaging social media posts and promotional materials.

ESSENTIAL SKILLS, EXPERIENCE AND PERSONAL QUALITIES:

- You have experience in **building and supporting relationships** with diverse groups and individuals;
- You are **approachable, resilient and patient**, with the ability to **build trusting relationships while maintaining firm boundaries and demonstrate good judgement**;
- You're an **authentic, high-quality communicator and storyteller**
- You are a competent and organised **multi-tasker, team-player**
- You have a creative & determined approach to problem-solving;
- **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 and anti-discriminatory programme** that tackles loneliness and isolation amongst older and younger neighbours alike.

DESIRABLE SKILLS AND EXPERIENCE:

- Experience/ awareness of **safeguarding** and working with community partners;
- **Understanding of the culture and socio-economic challenges** facing north London, particularly Camden and Islington;
- Experience of designing engaging and accessible communications for print and social media;
- 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, with time off provided in lieu (agreed in advance with your manager);

- You are able to obtain an enhanced DBS certification (provided by North 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

DEADLINE 5pm 18th APRIL 2022

Please send to: hello@northlondoncares.org.uk

1. CV
2. Written submission (no more than 2 sides of A4) which addresses your suitability for the role, referring to each of the **Essential and Desirable Experience and Skills** (above).
If you have any questions please feel free to contact us.

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

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 eleven 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 strive to live 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.