



## **VOLUNTEER AND OUTREACH COORDINATOR**

### **ROLE FEATURES**

- Full time, permanent contract
- Salary: £26,000
- 26 days' annual leave plus bank holidays
- Flexible working hours

**North London Cares is an anti-racist organisation committed to advancing anti-racism in our work and communities. We particularly welcome applications from Black, Asian and Minority Ethnic people, who are currently 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 nine 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**.

Now, we have **expanded our approach** to help more people find connection in disconnecting times through our 'Action, Voice, Power' strategy. We have started a new 3G project bringing young children and their parents (themselves amongst the loneliest in the UK) together with older neighbours. We are developing a Multiplier, to help 50 people to progress their own projects in their own communities in their own ways. We are working to raise up the stories of people whose relationships across perceived divides have helped them feel valued and visible. And we are exploring new ways to drive systemic and culture change so that **more people can feel part of our changing world, rather than left behind by it**.

That vision is built on the back of nine years of progress, through which our work has influenced the creation of the world's first ever **government loneliness strategy** which was launched by the former Prime Minister at a Cares Family event; and nine years of recognition at home and abroad, as our work has featured in The Economist, The Guardian, The Times, the Chicago Tribune and on BBC and Channel 4 News, and as our Founder/CEO has been recognised as one of the inaugural 20 Obama Fellows.

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

## **ABOUT OUR PROGRAMMES**

North London Cares opened in 2011 and has already brought together over 4,000 older and younger people in its home boroughs of Camden and Islington. It has done so by applying The Cares Family's four core programmes:

**SOCIAL CLUBS** are group activities bringing older and younger neighbours together to share new experiences and friendship through dance parties, film and 'Desert Island Discs' nights, 'back to work' business visits, yoga clubs, quizzes and more. Sessions in local businesses, pubs, parks and community centres take place between three and six times a week, including **during evenings and weekends** when older people report feeling most lonely, when young people have time to contribute to their communities. During Covid-19, these clubs have moved online and onto the phones.

**LOVE YOUR NEIGHBOUR** is a one-to-one friendship programme that helps bring a little of the outside world in for people who may struggle to get out. Younger people visit their older neighbours once or twice a week to share stories and cups of tea, to watch a film or play board games together, or to get to a local café where possible. Friendships are supported and challenges navigated in collaboration with our teams. During Covid-19, friendships have moved to the phones.

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 mobilised through door-knocking, and through face-to-face interactions in locations like supermarkets, GP surgeries and chemists. Our Winter Wellbeing projects reach out to hundreds of older people annually, helping neighbours to stay connected during the most isolating time of year. During Covid-19, our Outreach has prioritised referrals to and from our many community partners.

Finally, **COMMUNITY FUNDRAISING** offers a fourth way for younger and older neighbours to share experiences and relationships. Events, challenges, corporate partnerships and online campaigns all offer the chance for neighbours to share fresh camaraderie as well as to raise money to support the networks they love and to keep all our activities free. In our last full year, 40% of our income was raised this way. During Covid-19, new campaigns have enabled this work to continue.

Through each of these integrated programmes, inspired and led by neighbours, the **relationships created are two-way and harness the heritage of the local community**. Older people benefit from a regular, familiar place to go and the company of young people showing an interest in their lives; while younger people receive the advice, humour and stories of older people.

## **ABOUT 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**, enabling older and younger Londoners to be part of North London Cares and leading 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 North London Cares'

vision and the aims and objectives of the charity so that all participants and stakeholders understand the unique role we play.

When you join our team, you will work predominantly from our office in Camden Town. A lot of your time will also be spent out in the community, encouraging older and younger neighbours to get involved, and presenting to partners key to the successful delivery of our outreach and volunteer work and overall vision.

We therefore need someone who **understands and is motivated by the demographics and social challenges of Camden and Islington** – and who is passionate about people and can clearly promote our vision for building friendships across deepening divides in order to tackle isolation and loneliness.

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 be provided with the development opportunities, professional support and networks to play a lasting, transformative role in the development of the “Cares” vision and family.

### **YOUR KEY COMPETENCIES**

We are 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. You will fit into a fast-paced environment, where teamwork is essential but where individual skills and distributed leadership are also required. In your new role you will also:

#### **Outreach coordination**

- Lead, plan and deliver North London Cares’ proactive outreach in the community, facilitating and supporting neighbours to be involved in our core activities;
- Work with our partners across the public, private and community sectors – receiving referrals from local authorities, health professionals and other sources, communicating with our team, and delivering outcomes for neighbours;
- Speak to people in local chemists, GP surgeries, supermarkets and on doorsteps to build trust and engage people in our programmes;
- Lead retention and re-engagement efforts to ensure neighbours who aren’t regularly attending activities can do so;
- Design and deliver promotional materials to encourage older neighbours to join the network;
- Lead on Outreach-specific monitoring and evaluation;

#### **Volunteer coordination**

- Inspire, recruit and mobilise young people to get involved, providing the best possible experience for people interested to share time with their neighbours through our programmes;
- Oversee the sign-up process via our online booking system and lead monthly inductions for 40+ new participants to make our network as inclusive and welcoming as possible;
- Provide appropriate recognition and feedback to volunteers to cultivate their engagement, reward commitment and celebrate their efforts;

- Host mobilisation events and socials to ensure the community of volunteers is engaged, well-connected and understands our work;

### **Communications**

- Present on North London Cares' purpose and activities to existing and potential partners in the community – including health professionals, housing associations and community stakeholders;
- Design and deliver marketing materials to engage and mobilise people to participate in our programmes, including via monthly email blasts;
- Create colourful, engaging, powerful communications and digital content including blogs, Instagram images, Facebook and Twitter posts, case studies, reports and blast emails;
- Keep Salesforce up-to-date to record and track new interactions and relationships;

### **YOUR SKILLS AND EXPERIENCE**

- You are approachable, self-starting, confident, outgoing, creative, determined, resilient, discreet and organised;
- You have experience working in a small or medium sized organisation and are comfortable working alone as well as in a team;
- You're an authentic communicator and storyteller – with the ability to build relationships with diverse groups and individuals (through written as well as verbal communications);
- You have a good understanding of the culture and socio-economic challenges facing north London – and can relate to and build relationships with people from all backgrounds;
- You have excellent skills and knowledge of using various common online and office tools to enhance efficiency and improve results.

### **ADDITIONALLY**

- You have the **flexibility** to work an average of six evenings a month and occasional weekends in order to deliver your work, with time off provided in lieu;
- You are able to obtain high quality references and a **clear DBS certification** (provided).

**The deadline for applications is 9am on Tuesday 25th August 2020.**

First interviews will take place on Thursday 27th August 2020. Second interviews will take place on Tuesday 1st September 2020, for a start as soon as possible thereafter.

To apply, please read the full job description above and send a CV of a maximum of two pages, along with a covering letter outlining your qualification for the role, of no more than one page, to [emily.groves@northlondoncares.org.uk](mailto:emily.groves@northlondoncares.org.uk). Please state in the subject field: 'North London Cares: Volunteer and Outreach Coordinator application.' Please note applicants must have the right to work in the UK.