

Recruitment Pack Chief Executive Officer Engage with Age

February 2025

Closing Date for Applications: **4.00pm, Friday 28th March 2025**

Interview Date: **Monday 14th April 2025**



Welcome

Dear Applicant,

Thank you for your interest in Engage with Age and this exciting role.

Engage with Age is a small charity that has succeeded in punching above its weight since its inception, thanks largely to the efforts of its committed staff team and volunteers. Our Chief Executive is moving on after nine successful years and we are now looking for the right person to pick up the leadership reins.

It is a great time to be joining us at Engage with Age. We are just coming to the end of year two of a three year strategic plan, we have great relationships with our core funders and are in a good position financially, despite the challenges facing all organisations in the charity sector, which are not to be underestimated.

We are looking for someone who is empathetic, energetic, passionate and positive, and who understands the needs, vulnerabilities and strengths of older people, recognising their value and contribution to society. The successful candidate will be an excellent leader and creative problem solver, possess strong financial acumen, and a well-developed ability to build and nurture sound relationships with funders and other stakeholders.

If you think you might fit the bill, we will be delighted to hear from you.

I look forward to receiving your application in due course.

Best wishes,

Marianne Skelcher
Chair of Trustees



An Introduction to Engage with Age

Formed in 2000, Engage with Age (EWA)'s priorities are to work with older people to address the impact of loneliness, promote improved health, support older people's groups and forums across South and East Belfast, and enable older people to influence decisions affecting them. EWA is a "boots on the ground" organisation, delivering activities at a grass roots level, while also working to empower older people to influence matters that affect their lives. A community development approach is fundamental to EWA's ethos.

In 2023-24 EWA delivered 15,000 engagements. Regular EWA activities include: annually supporting c. 100 groups and forums across East/ South Belfast, the PAL Project addressing isolation and loneliness through activity groups and telephone befriending, dementia friendly work and campaigns, health promotion programmes, support of the Greater Belfast Seniors' Forum, consultations, campaigns, and research with universities.

EWA works in partnership with many agencies including Age Friendly Belfast/ Belfast City Council, public health bodies, peer charities, and NI Assembly reference groups. Half of EWA trustees are older people; forums, groups and PAL project groups are run by older people; EWA facilitates steering committees and a consultative forum led by/ composed of older people. EWA routinely facilitates media interviews and features on radio, television, online and in print media. Since 2015 Engage with Age has Co-Chaired the Dementia Friendly East Belfast Campaign.

EWA is funded by Belfast Health and Social Care Trust, the Public Health Agency and Belfast City Council. In September 2023 EWA commenced a three-year programme called the PAL Project, funded by the Community Fund of the National Lottery.

<https://engagewithage.org.uk>

<https://www.facebook.com/EnageWithAgeBelfast>



Mission, Vision and Aims

Our Mission: To empower older people to lead happy, healthy, independent and more connected lives.

Our Vision: All older people are valued, included and listened to in society, and actively involved in shaping the world.

Values: Older People-led; Empowerment; Respect; Partnership; Fun.

Strategic Aims for 2023-26



- 1** To empower older people to reduce the impact of loneliness and isolation on peer individuals within their communities and neighbourhoods.



- 2** To empower older people to improve their own health and wellbeing.



- 3** To strengthen communities and neighbourhoods by supporting and empowering older people's groups and forums.



- 4** To empower older people so they can shape matters that affect their lives.

Supporting Aim

To develop Engage with Age as an organisation so it is capable of delivering its strategic aims 2023-26.



Impact

In 2024 Engage with Age introduced a new impact framework to evaluate its work and assess its effectiveness and impact. Results included:

Addressing Loneliness:

100%
of participants surveyed agreed that they felt better (92% strongly agreed)

100%
made new friends

95%
have a bigger social circle

75%
met outside the groups

45%
met new people

Participants said:

"It's great having someone to share your feelings with."

"Everyone asks how you've been... you feel that people care."

"My husband says I'm a different person."

Improved Health

88%
feel physically better

84%
had improved knowledge of health issues

70%
of participants surveyed do more physical activity

68%
say they will change their diet

Participant living with dementia:

"This lady who came in to teach us and stuff, she is super-duper, she walked in to three or four big tables of people and everyone said we can't do that, we won't be able to do that, and by the time she was finished we were all doing it, and making things."

Stronger Groups and Forums

100%
of group members asked agree or strongly agree their group is healthy

98%
agree or strongly agree their group is able to do the things it was set up to do

65%
of forum members surveyed believe their forum is stronger

60%
strongly agree their forum addresses issues important in older people, 36% agree, (96% in total)

56%
strongly agree their forum improves lives of older people, 40% agree (96% in total)

Participants have said:

"The ideas and incentives sessions from EWA have brought a lasting purpose to our meetings."

"We're changing... we have increased membership by one third and others are attending more frequently."

Engage with Age Company Structure



The Future

Having refined its practice over a number of decades and embedded relationships within South and East Belfast, Engage with Age has been forward planning the expansion of the charity's work.

Expansion could take place in many different ways. It could be reaching new neighbourhoods across Belfast, engaging with different kinds of communities the charity hasn't engaged with yet, or deepening relationships with existing participants. Expansion could be more activity and people, or investing more time and resources with existing programmes.

In looking to the future, Engage with Age has maintained positive relationships with existing funders and partners. It also has the scope to develop new relationships and ways of generating income which would make expansion sustainable. In all cases, Engage with Age seeks to take a community development approach to its work, empowering groups and helping to strengthen neighbourhoods and communities



Chief Executive Officer Job Description

Job Title	Chief Executive Officer
Grade	NJC scale PO3, Point 32-35: (£41,511-£44,711 2024/25 rate)
Reporting to	Chair of Trustees
Accountable to	Engage with Age Ltd Board of Trustees
Hours	35 hours per week
Location	Belfast
Leave	25 days per year plus 12 statutory days
Pension	Contributory pension scheme (5% employer & 5% employee)
Direct Reports	Operations Manager; 6 Programme Staff, plus suppliers. Increased staff numbers anticipated.

Job Summary

To lead, manage and develop Engage with Age (EWA) so it achieves its mission of empowering older people in Belfast to lead happy, healthy, independent, and more connected lives.

Main Duties and Responsibilities

1. Governance & compliance:

1.1 Work closely with the Trustees to ensure compliance with all legal requirements, regular reporting to and supporting the Trustees in line with best practice in governance. To act as the Company Secretary.

2. Strategic leadership:

2.1 Develop and implement the charity's vision and strategy, including plans for service development and expansion.

2.2 Ensure oversight of strategic risks to EWA.

2.3 Lead the development and implementation of a fundraising strategy ensuring sustainability of work programmes and the organisation.

3. People Management:

3.1 Ensure the right culture, skills, knowledge and experience are in place to deliver the Operational and Strategic plan.

3.2 Line manage the Engage with Age team and oversee delegated line management and volunteer management.

4. Financial and operational management:

- 4.1 Oversee budget, secure funding, ensure compliance with financial regulations. Operate within the approved budget while achieving programme outcomes.
- 4.2 Lead an ongoing programme of impact measurement.
- 4.3 Oversee the operation of all systems (IT, financial administration and reporting), policies and procedures.
- 4.4 Lead/ oversee the marketing and communication of the organisation's programmes, the recruitment of participants and volunteers and promotion of campaigns/ information.

5. External stakeholder relationship management:

- 5.1 Be an advocate of EWA, nurture and build existing and new relationships for the benefit of the charity and its users.
- 5.2 Develop and maintain relationships with existing and potential funders, and oversee compliance with funding/contract conditions.
- 5.3 Work with Greater Belfast Senior's Forum to build its capacity and influence.
- 5.4 Lead and/ or contribute to health and community based partnership initiatives such as Dementia Friendly East Belfast, and other city-wide programmes.
- 5.5 Promote EWA and share good practice through representation on appropriate groups, sharing impact and participating in research.
- 5.6 Co-ordinate responses to consultations and lobbying activities on behalf of older people.
- 5.7 Respond to media enquiries and represent EWA in the media as required.

Please note that the above list is not intended to be exhaustive.

PERSON SPECIFICATION, Chief Executive Officer

Applicants must be able to demonstrate through example/s on their application form, evidence of the following core competencies which may also be tested during the interview/assessment process.

Dimension	Scope	Essential	Desirable
Experience	A minimum of 2 years' experience in a Senior Management position that includes managing a team of people and project management.	*	
	2 years' experience of budget management including preparing and effectively managing a budget and financial forecasts, and accountability for overseeing financial reporting and performance.	*	
	Experience of strategic and operational planning.	*	
	Experience of multi-agency partnership working.	*	
	Experience of working within the age, community and/or health sectors.		*
	Experience of working with and reporting to a Board of Directors.		*
	Experience of working with a community development approach.		*
	Experience of effectively managing risk.		*
Knowledge & Skills	Effective communication skills being capable of conveying complex information across a range of stakeholders and partners.	*	
	Understanding of the funding environment in NI and a track record of successful fundraising.	*	
	Strong people management skills including the ability to delegate, to coach colleagues and manage performance.	*	
	Understanding of charity law and best practice.	*	
	Proficiency in the use of social media, MS Office, Excel, Outlook, Word and PowerPoint.	*	
	Understanding of age and equality related issues and a commitment to the empowerment of older people as citizens.		*
	Relevant knowledge of how the media works and its potential as a recruitment and campaigning tool.		*
Qualification	Third level qualification in a relevant discipline OR three years' experience working in a business, community, voluntary or health setting.		*
Requirements	Ability to travel throughout Belfast and occasional travel to other parts of Northern Ireland.	*	
	Ability, on occasions, to work outside office hours.	*	

For further information on Engage with Age refer to our website www.engaewithage.org.uk and Facebook: @EngageWithAgeBelfast

How to Apply

Please complete the EWA CEO Application Form that accompanies this Application Pack.

If a copy of the Application Form is not available please contact Engage with Age on info@engagewithage.org.uk or telephone **028 9073 5696**. Please note some staff work part-time hours which may cause a delay in responding to your message.

Please complete all sections of the application form in full. Applicants are not permitted to alter the format or content of the application form in any way. Applicants must ensure that all information is provided within this form. CVs will not be accepted.

This application form should be used to highlight relevant and appropriate experience, in accordance with the required competencies and essential and desirable criteria outlined in the job description and person specification.

Please email, post or hand deliver the completed forms to be received by the deadline of **4.00pm Friday 28th March 2025**.

Email to info@engagewithage.org.uk Please request a read receipt as proof of delivery.

Post or hand deliver to Chief Executive Officer Application, Engage with Age, East Belfast Network Centre, 55 Templemore Avenue, Belfast, BT5 4FP.

Engage with Age does not accept liability for applications that are not delivered by the application deadline.

For further information please contact Engage with Age
on info@engagewithage.org.uk or telephone 028 9073 5696





Engage with Age

East Belfast Network Centre
55 Templemore Avenue
Belfast BT5 4FP
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Website: www.engagewithage.org.uk

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X/ Twitter: @Engage_With_Age

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