



advice and support for older age
**Independent
Age**

Head of National Services

Information, Advice and Digital



Candidate Brief



Welcome

Independent Age was founded in 1863 and while there have been times of national crisis over the years requiring a response, the present challenges facing older people as a result of the Coronavirus pandemic will be among the greatest.

We are an organisation that has always risen to the challenge and I would like to invite you to join us as we redouble our efforts and re-design our services with older people to be the best they can possibly be.

The charity has undergone a significant period of organisational change and our service-transformation will continue over the next few years so that we can deliver on our commitments to the people who depend on our services and the organisations who we partner with.

The Head of National Services is a new role and brings together our functions of information, advice and the digital delivery and is crucial in driving forward the change we need.

I look forward to hearing from you.

Simon Hewett-Avison
Director of Services

About us

Independent Age is a national charity founded over 150 years ago with a clear mission to ensure that as we grow older, we all have the opportunity to live well with dignity, choice and purpose.

We are independent so others can be.

We achieve this by providing free impartial information and advice on the issues that matter most as we grow older, and work within communities to connect people, places and services to reduce isolation and loneliness. We also act as a catalyst for positive policy change by challenging the underlying causes of discrimination and inequality.



At Independent Age we live by our values, which means we are;

Purpose-driven - *the experience, needs and views of older people are central to everything we do*

Compassionate - *we listen, care and take action*

Expert - *our work is evidence-based and solution-focused*

Collaborative - *we work in partnership to maximise our impact*

Accountable - *we work with integrity and transparency*

Inclusive - *we value diversity and always treat everyone fairly with dignity and respect*

JOB DESCRIPTION

Job Title:	Head of National Services – Information, Advice and Digital
Salary:	£54,450-£57,525
Directorate:	Services
Reporting to:	Director of Services
Line Manages:	Technical Advice Manager, Advice Manager, Relationship Manager, Information Manager, Digital & Phone Services Manager
Location:	Avonmore Road, London W14 8RR (flexible working considered)

Job Purpose

The Head of National Services – Information, Advice & Digital will play a critical role in delivering a range of impactful national services for older people. The postholder will transform our existing information and advice offer creating a brilliant service that reaches those who need us most. There will be a focus on the development of new, exciting and accessible digital and telephone services that reach a diverse range of people. We want to create forums, groups and platforms that enable people to connect, offer advice and share their stories, fostering a sense of community and peer support.

Working closely with the Director of Services and Heads of Department across the charity the postholder will lead and inspire your teams to provide person-centred services that deliver real impact. The Head of National Services – Information, Advice & Digital will provide strategic direction, operational support and be instrumental in joining up services and projects across Independent Age. The postholder will play a key role in developing strategy and be responsible for delivering on the operational plan for Information, Advice and Digital & Telephone services. In the coming years we will need a particular focus on developing our digital service offer.

Key Responsibilities

- Work with the Director of Services and other Service Leads to set and deliver the Services Strategy for Independent Age.
- Be responsible for the development and delivery of the Information, Advice and Digital & telephone Services operational plan and accountable for the budget in this area.
- Lead the development of a new digital services plan
- Lead and develop a range of new digital services

- Work closely with the IT and CRM teams to ensure our digital services are compliant with relevant policies, procedures and relevant legislative frameworks.
- Be responsible for new service development across your teams.
- Be responsible for the performance of all individuals, teams and services within your remit.
- Be responsible for the development of outcome measures, monitoring, evaluation and quality standards across your service areas.
- Be responsible for ensuring that the services within your remit are inclusive and reflect the diversity of the communities they support.
- Create positive relationships with Heads of Departments to share knowledge, insight and evidence.
- Lead and contribute to large cross-organisational projects and make sure these are prioritised and managed across your teams.
- Ensure the experience, needs and views of older people are considered in all your service development and delivery.
- Maintain your skills and experience, keeping an eye on the external environment and representing Independent Age at conferences, stakeholder meetings and building relationships across the sector.
- Work closely with the Head of Marketing and Communications and support the cross-organisational Content Creation and Planning Coordination Group that will ensure our content is consistent and is shared and used effectively throughout the organisation.
- Work closely with the Income Generation Teams to build fundable propositions and build relationships with supporters.
- Play a key role in the development and effectiveness of national and local voluntary Networks that support shared ambitions for the aging sector
- Demonstrate collegiate, empowering and inspirational leadership:
 - Providing effective performance management of any reports with agreed objectives and development plans in place to enable them to perform their roles effectively;
 - Effectively managing any budgetary or financial responsibility, embedding a culture of financial awareness and scrutiny;
 - Maintaining compliance and adherence with all processes to ensure good governance

General Responsibilities

- Undertake any other duties commensurate with the level of the role
- Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices
- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Contribute to our fundraising effort by embracing opportunities to fundraise yourself, to promote fundraising and to support the fundraising team
- Share in our commitment to safeguarding adults at risk of harm
- Use the charity's resources efficiently and effectively to ensure that our financial resources are demonstrably used for the benefit of our service users
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy



PERSON SPECIFICATION

You should have...

- Significant leadership and management experience
- Significant experience of strategy development and delivering on operational plans
- Significant experience of developing and delivering accessible Information and Advice services through a range of methods i.e. telephone and online to people with complex needs
- Significant experience of developing new digital and telephone services i.e. forums and groups and measuring their effectiveness
- Experience of developing and managing budgets of £500k+
- A deep understanding of the issues facing older people across England
- A good level of IT skills, being able to use collaborative tools and video conferencing to support flexible working
- A demonstrable passion for, and affinity with, our cause.

Ideally you would have...

- Experience of delivering services for older adults
- Understanding of relevant quality standards relating to Information, Advice and Digital Services i.e. AQS, Information Standards (Patient Information Forum quality mark) and accessibility standards
- Experience of public speaking and media work
- A good understanding of the ageing sector and the organisations working to improve the lives of older people

A DBS (Disclosure and Barring Service) check will be required for this role.

Independent Age is an organisation that is committed to diversity and inclusion in its workforce. We seek to attract applications from the widest possible talent pool and to appoint on ability irrespective of race, religion, age, disability (including hidden disabilities), marital/civil partnership status, sex, gender identity, or sexual orientation. Independent Age actively promotes a culture where people can be themselves, are valued for their strengths and are recognised for the contribution they make to the achievement of our mission.

How to apply

Apply online at www.nfpconsulting.co.uk/independentageservices

For an informal and confidential discussion about the role, please contact our recruitment partner:

Simon Lloyd, Director, NFP Consulting

T: 0796 988 523

E: simon.lloyd@nfpconsulting.co.uk

Application is by way of a CV and a Supporting Statement.

Closing date: Monday 9th November

Selection and timescales:

There is a two stage selection process.

First Interviews: W/B 16th November

Second interviews: Monday 23rd November

The format of the interviews will be determined by the COVID-19 guidelines and restrictions that apply at the time.

Accessibility:

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview. Any requests will not be taken into account in the selection process.

