



THE CARES FAMILY

## DIRECTOR OF PROJECTS

- £40,000-£49,000 (dependent on experience)
- Full-time, permanent contract (37.5 hours per week)
- 26 days' holiday per year and flexible working hours
- Staff counselling service
- Fully remote during the pandemic, then based in London, Liverpool or Manchester, though we have flexible and remote working arrangements in place.

**The Cares Family is an anti-racist organisation committed to advancing 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's mission is to **help people find connection in a disconnected age**. Our objectives are to **reduce loneliness and isolation; improve people's connection**, belonging, purpose and power in a changing world; and **bring people together** to reduce social, generational, digital, cultural and attitudinal divides.

Over the last decade our model has grown from a tiny idea in a single place into a national leader. Combined, North London Cares (founded in 2011), South London Cares (2014), Manchester Cares (2017), Liverpool Cares (2018) and East London Cares (2019), have connected some **25,000 older and younger neighbours** to share over **600,000 interactions** and **140,000 hours**.

Those relationships have had a dramatic impact. 98% of young people involved say they have a **stronger connection to the community** and **98% say they are able to contribute** in new ways. 73% of older people involved say their **isolation is reduced**; 86% are better **able to appreciate the changing world**; and 77% say their **relations with young people have improved**. Neighbours report feeling a deeper sense of belonging, and **"part of something bigger"** than their own lives.

But as the **pandemic** has shown, loneliness is not just a **personal crisis**; it's also a broader **public health crisis** and a national **political crisis**. It affects millions of people – from people working from home or cooped up in university halls, to new parents; middle aged men to digitally savvy teenagers; LGBTQIA+ people to new migrants. In fact, those who are **already marginalised in society experience its consequences the most**. This matters, because loneliness causes depression, anxiety, strokes and heart attacks. In a world in which people are increasingly withdrawing from one another and spending less time with people who are not 'like them' it is also contributing to wider **polarisation, inequity, stereotyping and othering**.

We've been improving **individual** lives and community togetherness for 10 years. But The Cares Family has started to have an impact at the **systemic and cultural levels** too – through new projects, storytelling and campaigning that are rapidly increasing our profile and making an even bigger difference. In 2018, the then Prime Minister launched the government's first ever loneliness strategy at a Cares Family social club. We have received coverage in The Economist, The Times, The Guardian, The Telegraph and on BBC1's News at Ten and Channel 4 News. And in 2018, our Founder and CEO was appointed one of **20 inaugural Obama Fellows**, bringing new attention to our issues and work.

With the arrival of the pandemic, **loneliness is better understood than ever and empathy for people experiencing it has increased**. The Cares Family is therefore at a moment of opportunity to make an even bigger difference in the years ahead – by driving a ripple effect of change everywhere in the UK.

## **ABOUT OUR PROJECTS**

While our five local charities bring older and younger people together to reduce loneliness amongst both groups through long-standing local *programmes*, our national *projects* are designed to spur a ripple effect of wider connection all across the UK. The Projects Directorate was set up in 2020 and the Projects Team currently leads:

- [The Multiplier](#) – investing in 50 people building bridges in their own communities in their own ways).
- [Communications](#) – raising up the voices of community action through storytelling.
- [Campaigns](#) – supporting government to invest in building connection, and helping to shift attitudes across the UK.

In the coming years, we plan to add more new projects, including by developing ways to share our learning over the last decade with communities across the UK so that we can spur a wave of connection everywhere.

## **ABOUT THIS ROLE**

We have secured significant new funding to expand our national impact through our Projects Directorate, so we are seeking an exceptional leader to put rocket boosters under this exciting work. Our new Director of Projects will lead a dynamic and growing team, working closely with, and line managing, our Head of Projects, Head of Communications and Head of Campaigns.

### **The Director of Projects will:**

- **Oversee [The Multiplier](#)**, a project investing in 50 people building bridges in their own communities in their own ways. You will build on our successful pilot to support our Head of Projects and Projects Coordinator to recruit the next four annual cohorts of leaders, and help them to adapt, grow and multiply their initiatives to meet the challenges of our time.
- **Develop a Toolkit project to share** The Cares Family's learning with individuals and organisations across the country and to support them to set up their own mutually beneficial intergenerational projects (with our Head of Projects and Project Coordinator (Toolkit)'s support).
- **Support our Head of Campaigns** to execute a **cross-party, public-facing campaign**, to rally public and political support for a major government investment in building connection; enable **local intergenerational action** in London, Liverpool, Manchester; and guide other **national campaigns** like National Intergenerational Week.
- **Support our Head of Communications** to execute our ambitious three year communications strategy, which aims to surface the voices of people in communities, change attitudes, raise the profile of The Cares Family and lock in sustainability for our charities.
- **Coach and develop the Projects team** to ensure everyone is equipped to perform to the highest level and meet the fullness of their potential. **Hold colleagues to account** on key procedures, records, milestones and deliverables.
- In the coming years, **scope and oversee new projects** that bring people together across perceived divides (such as our [3G social clubs](#) which in 2020 brought older people together with new parents and their young children), which we can develop and then share with other organisations, for maximum impact.
- **Maintain and strengthen external partnerships** with government, civil society organisations, policy experts and opinion formers, alongside our Founder/CEO and Head of Campaigns.
- **Promote a culture of evaluation**, learning and adaptation across all Projects work.

- **Work with our Development Team** to support fundraising for Projects.
- **Make key organisational decisions** as a member of The Cares Family's Senior Leadership Team, embodying and embedding the organisation's mission, strategy, culture and values.
- Ensure all of the above is executed in line with our [anti-racist and wider inclusion action plan](#).

**The following skills and experience are essential for this role:**

- Experience working with communities and/or community organisations.
- Experience building new projects from the ground up.
- Experience of leadership in a growing, fast-moving, ambitious organisation.
- Authentic communicator and people-person, with exceptional written, spoken and listening skills.
- A strong track record getting the most out of ambitious partnerships.
- A strong track record coaching and developing teams.
- A competent multi-tasker and determined problem-solver.

**The following skills and experience are desirable for this role:**

- The ability to talk with anyone (from MPs and CEOs to an 89-year-old in sheltered housing).
- Experience leading both communications and delivery teams.
- A track record in project monitoring and evaluation.
- Experience driving change at both local and national levels.
- A clear understanding of – and curiosity about – disconnection, loneliness and social change power dynamics.

**Other requirements:**

- You are able to obtain a clear DBS certification (provided).
- You can provide the details of two references from paid work (referees will only be contacted after a successful interview process).
- You have the right to work in the UK.

**HOW TO APPLY**

This is a task-based application process, so we are not asking applicants for written CVs. To apply for this role, please read this job description and the below application task descriptions carefully, and complete our online application form by **11:59pm on Wednesday 30th June 2021**.

- **First round interviews** will be held in the week beginning **Monday 5th July 2021**.
- **Second round interviews** will be held in the week beginning **Monday 12th July 2021**.

**APPLICATION TASKS**

**TASK 1: Introducing yourself**

- Please send us an audio recording of you introducing yourself, why you are interested in this role, and what you will bring to it.
- **Requirements:** Audio file no longer than three minutes. Please name your file: [YOURNAME]Task1.

**TASK 2: Understanding the role**

- Please share the specific skills and work-related experience you have that make you right for this role. As part of this task, please include a link to a project you have led or managed, and describe your involvement in that work, the impact it made, why you're proud of it and what you learnt.
- **Requirements:** Write your answer and save it in a Word, Google or pdf document. We're looking for no more than 1,000 words. Please name your file: [YOURNAME]Task2.

### **TASK 3: A plan for the Toolkit project**

- One of your tasks in this role will be establishing The Cares Family's new Toolkit project. In your first year in post you will need to undertake high quality outreach, building relationships across the country to recruit 10 partners or coalitions for that first year's project, and mobilise and support them to set up their own mutually beneficial intergenerational projects in their own communities across the UK. You will oversee the delivery of 8-10 workshops (led by the Head of Projects) that disseminate The Cares Family's learning and build partners' capacity and confidence in connecting older and younger neighbours. **Please write a one page plan for how you will go about this.**
- **Requirements:** Save your plan as a Word, Google or pdf document. We're looking for one to two sides of A4. Please name your file: [YOURNAME]Task3.

Please upload your prepared files via [our online application form](#) by **11:59pm on Wednesday 30th June 2021**. If you have any problems sending your application, have any accessibility needs, or would like to discuss this role, please contact Rosa, our current Director of Projects, at [rosa.friend@thecaresfamily.org.uk](mailto:rosa.friend@thecaresfamily.org.uk) .

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