



THE CARES FAMILY

HEAD OF IMPACT AND LEARNING

Salary	£35,000-£45,000 FTE (dependent on experience)
Role type	Permanent (37.5 hours per week)
Reporting to	Chief Operating Officer
Location	London, Liverpool or Manchester
Application deadline	11:59pm, 3 rd August, 2022

The Cares Family is an anti-racist, anti-discriminatory organisation. We particularly welcome applications from Black, Asian and Minority Ethnic people, people with disabilities and people from lower income and diverse educational backgrounds who may be under-represented in our organisation.

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 rapidly 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 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 **1 million interactions** and **250,000 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**; 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** too. 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 and many other marginalised groups.

This matters deeply, 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 **inequity, stereotyping, polarisation and othering** – and the national narratives that perpetuate those separations.

The Cares Family has been improving **individual** lives and community togetherness for 10 years, and more recently we've been growing our work to **challenge systemic and cultural norms** – through new projects, storytelling and campaigns that are rapidly increasing the profile of our work to help make more lasting change.

In 2018, the then Prime Minister launched the world's first ever government level loneliness strategy at a Cares Family social club. The same year, our CEO was appointed one of **20 inaugural Obama Fellows**, bringing global attention to the issues of loneliness and disconnection and the work we are doing at The Cares Family to reduce them. We have received coverage in

The Economist, The Times, The Guardian, The Telegraph and on BBC1's News at Ten, Channel 4 News and Sky News.

With the arrival of the pandemic, **loneliness and disconnection are better understood than ever and empathy for people experiencing them has increased**. The Cares Family therefore has an opportunity to make an even bigger difference in the years ahead. Our current strategy to achieve that is threefold:

- **Consolidate our operations** to ensure we make the biggest impact possible.
- **Go deeper with our existing local intergenerational communities** to make the biggest difference we can in people's lives.
- **Spur a national ripple effect across the UK** by sharing what we have learnt to help others to develop initiatives connecting their own communities in their own ways, and to help influence broader systemic, cultural and public behaviour change.

ABOUT THIS ROLE

As Head of Impact and Learning, you **will lead the strategic development and management of our monitoring, evaluation and learning function**, supporting a culture of evidence-based decision making throughout the organisation.

This is an exciting opportunity to shape The Cares Family's impact and learning agenda and work closely with the Senior Leadership and wider teams to **help lead and deliver our work building connection across the UK**.

The impact and learning function at The Cares Family is only a year old, which means you will **continue to create and embed processes**, in addition to **conducting exciting and innovative evaluation projects with our communities**.

We're looking for a person who has the strategic acumen to drive our learning forward, as well as a passion for being **'hands on'** and managing day-to-day monitoring and evaluation activities – be it supporting teams to conduct local evaluations or leading on regular data analysis and reporting.

You will need to be highly analytical, with an excellent grounding in evaluation methodology, with a particular focus on **evaluation approaches that enable, rather than get in the way of, authentic human relationships**. You'll also need to work with teams across our six charities, so strong communication and influencing skills are important attributes.

ABOUT YOU

All of that requires a specific skill set which you may have learned developing learning functions or delivering evaluation projects at a charity, business or public sector organisation. To achieve your goals, you will need to have the following:

Characteristics and skills

- Excellent written, verbal and presentational skills with the ability to influence and persuade at all levels of the organisation.
- Ability to synthesise research, evidence and insights into persuasive written materials and to translate complex ideas into simple, powerful narratives and visual or graphical representations.
- Ability to build strong working relationships with people, both within the organisation and externally.
- Exceptional organisational skills and the ability to manage and prioritise a busy workload within a dynamic working environment.
- Commitment to person-centred and qualitative monitoring and evaluation approaches.

Experience and knowledge

- Advanced Excel skills including with pivot tables.
- Knowledge of applied statistical methods and tools for data analysis.

- Demonstrable experience in research design, and in applying quantitative and qualitative research methods.
- The ability to bring your findings to life by working with our Head of Communications to share powerful stories about the impact of our work.
- Project management experience with the ability to work autonomously.
- A working knowledge of CRM systems, such as Salesforce, for data visualisation and reporting.

KEY RESPONSIBILITIES

Working at the national level to evaluate local programmes as well as national projects, this is a new, dynamic and evolving role at The Cares Family. The list below is not exhaustive of all the functions of the Head of Impact and Learning, but describes much of what will be expected:

Operational evaluation management (50%)

- Work collaboratively with Programmes (local), Projects (national) and Development (fundraising) teams to provide data and evaluation advice and support.
- Work with our national Director of Programmes and Heads of Programmes in each of our five local charities to identify data needs, track progress against team and organisational goals, and advise on data collection approaches.
- Implement and oversee feedback loops to ensure consistent data collection and analysis to inform programme delivery.
- Lead the organisation's use of dashboards, including developing and managing reports on Salesforce to visualise data and monitor targets and KPIs.
- Work closely with our Operations Manager to design and implement ways of capturing data and streamlining Salesforce processes.
- Embed a culture of learning across the organisation by supporting and upskilling teams to take ownership of local-level data to maximise our impact.
- Support the Development team with reporting to funders and gaining insights into how we are achieving our outcomes; and conducting monitoring at key stages of funding cycles.
- Work with our Head of Communications to ensure we are sharing beautiful stories that demonstrate the impact of our work and engage participants and wider audiences.

Strategic evaluation, research (40%)

- Continually improve how we evaluate our programmes and projects and publish qualitative and quantitative evidence that helps improve evaluation practices amongst funders and in the wider community sector.
- Lead the continued development of monitoring, evaluation and learning at The Cares Family, ensuring that appropriate tools and processes are in place to support the analysis of our impact.
- Work with our teams to make sure our impact data and stories are communicated compellingly and in line with our communication goals.
- Support the generation and dissemination of evidence and learning internally and externally by working with our Head of Campaigns, Head of Communications, Director of Development and CEO.
- Develop strong working relationships with external organisations and bodies working on loneliness, connection and intergenerational work.

Other projects (10%)

- Conduct evaluations and pilots to measure the quality and impact of our work.
- Commission and support external evaluations where appropriate.

In return we will offer you:

- 26 days' annual leave (22 days' regular leave, a day for your birthday and three days between December 25th and January 1st when The Cares Family is closed).

- Pension (3% employer contribution through the government's NEST scheme).
- A staff welfare programme including access to counselling.

HOW TO APPLY

This is a task-based application process, so we are not asking applicants for CVs or covering letters. To apply for this role, please read the tasks below carefully, and **submit your application by logging into our online system [here](#) by 11:59pm on August 3rd, 2022.**

If you have any problems uploading your application, please contact our HR team on hr@thecaresfamily.org.uk.

TASK 1: Introducing yourself (in lieu of a cover letter)

Please tell us why you are interested in, passionate about and qualified for this job, either in an audio recording no longer than three minutes **or** a short statement of no more than 500 words, in a Word or PDF document. Please name your file: [YOURNAME]Task1.

TASK 2: Understanding the role (in lieu of a CV)

Please share the specific skills and experience you have that make you right for this role. As part of this task, please tell us about a piece of work which demonstrates how you have helped an organisation to develop its monitoring, evaluation and learning function, the difference your work made, and why you're proud of it. Write your answer and save it in a Word or PDF document of no more than 500 words. Please name your file: [YOURNAME]Task2.

Please attach your files by clicking the 'APPLY' button on the application system.

If you're interested in this role, but you'd like to find out more before submitting an application please email alex.smith@thecaresfamily.org.uk and we'd be happy to answer any questions.

Please contact our HR team if there is any aspect of the application process that is not appropriate to your requirements, and we will try to accommodate your needs.

All appointments at The Cares Family are subject to references, DBS checks, and proof of right to work in the UK.