



THE CARES FAMILY

HEAD OF PROJECTS

- £34,000-£39,000 (dependent on experience)
- Full-time, permanent contract (37.5 hours per week)
- 26 days' holiday per year and flexible working hours
- Staff counselling service
- Flexible working hours
- 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.

Through our Projects Directorate, set up in 2020, we're increasing our national action with new initiatives, we're raising up the voices of shared experience through new communications, and we're working to help government make new investments to build connection everywhere. Our plan is to build a new age of connection that brings communities together and connects people across perceived divides.

Projects include [The Multiplier](#) (a programme investing in 50 people building bridges in their own communities in their own ways in the coming years) and our new Toolkit which will share The Cares Family's learning with individuals, organisations and community coalitions across the country. In your new role as Head of Projects, you will lead both these initiatives with a small team of two.

ABOUT THIS ROLE

We have secured significant new funding to expand our national impact through our Projects Directorate, so we are seeking an exceptional Head of Projects to drive this work forward. This is a new role, reporting to our Director of Projects. In the coming year we will be hiring two Project Coordinators who you will line manage. The rest of the Projects Team, with whom you will work closely, is made up of our Head of Communications and Head of Campaigns.

The Head of Projects will:

- Building on our successful pilot, **develop and lead [The Multiplier](#):**
 - Recruit 40 community leaders from across the UK over the next four years (over four cohorts). Help them to adapt, grow and multiply their initiatives to meet the challenges of our time.
 - Plan and facilitate a programme of gatherings on topics such as community building, leadership, storytelling, and making systemic change, engaging high profile speakers.
 - Set up additional skills workshops led by the Multipliers themselves.
 - Match each Multiplier with a coach, and support these relationships.
 - Support the new Project Coordinator (Multiplier) to produce films and other communications about each Multiplier's work and the relationships they enable.
 - Support each Multiplier one-to-one to help them resolve challenges where necessary.
 - Create beautiful blogs, short films and social media posts that share the learning further.
 - Evaluate and adapt the programme to the needs of the Multipliers.
- **Develop and build a Toolkit project**, mobilising and supporting individuals and organisations across the country to set up their own mutually beneficial intergenerational programmes, with our new Project Coordinator and Director of Projects' support.
 - Undertake high quality outreach, recruiting 10 partners or coalitions a year to adopt parts of our work in their own communities across the UK.
 - Support your Project Coordinator (Toolkit) to deliver 8-10 workshops a year to disseminate our learning and build partners' capacity and confidence in connecting older and younger neighbours.
- **Coach and develop the Project Coordinators**, when they are in post, to ensure they are supported and 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.
- **Maintain and strengthen external partnerships** with facilitators, social entrepreneurs, charity leaders, civil society organisations and other social change experts, alongside our Founder/CEO and Head of Campaigns.

- **Collaborate with our Head of Impact and Learning** to capture data, and thoroughly evaluate, analyse, improve and share learning about The Multiplier and Toolkit projects.
- 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.
- **Support our Development Team** to fundraise for your projects.
- 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.
- Authentic communicator and people-person, with exceptional written, spoken and listening skills.
- Confident group facilitator, able to lead and organise events and encourage conversation and participation from a diverse group of people.
- A strong track record getting the most out of ambitious partnerships.
- Line management experience.
- Great attention to detail.
- A competent multi-tasker and determined problem-solver.
- Adaptable and enthusiastic about working in a fast-growing, fast-moving organisation.

The following skills and experience are desirable for this role:

- Experience building new projects from the ground up.
- Experience delivering learning projects.
- Experience creating and facilitating events (online and in person).
- Excellent written skills, with experience creating high-performing blogs and social media posts.
- The ability to talk with anyone (from MPs and CEOs to an 89-year-old in sheltered housing).
- 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 or unpaid 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 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 Sunday 4th July 2021**.

- **First round interviews** will be held in the week beginning **Monday 12th July 2021**.
- **Second round interviews** will be held on **Thursday 22nd July 2021**.

APPLICATION TASKS

TASK 1: Introducing yourself

- Please send us an audio recording of you introducing yourself and why you are interested in this role.

- **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 experience you have that make you right for this role. As part of this task, please include a link to a project you have 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 between 600 and 800 words. Please name your file: [YOURNAME]Task2.

TASK 3: Planning and delivering The Multiplier

- Write a plan for a two-hour online session for 10 Multipliers on community building. Break down the activities you would run with them and the impact those activities would have, as well as the timings for each part of the session, and who you would invite to speak at the session and why (we do not expect you to already be connected with them).
- **Requirements:** Save your plan as a Word, Google or pdf document. We're looking for one side of A4. Please name your file: [YOURNAME]Task3.

Please upload your prepared files via [our online application form](#) by **11:59pm Sunday 4th July 2021**. If you have any problems sending your application, have any accessibility needs, or would like to discuss this role, please contact Rosa, our Director of Projects, at rosa.friend@thecaresfamily.org.uk.

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