



THE CARES FAMILY
HEAD OF PROJECTS

Salary	£35,000 - £45,000 FTE (dependent on experience)
Role type	Permanent role
Reporting to	Director of Projects
Location	London, Liverpool or Manchester (with very regular travel to London)
Annual leave	26 days' holiday per year plus bank holidays
Application deadline	11:59pm on the 5 th June 2022
<i>We offer flexible working and will consider reduced hours for high performing candidates</i>	

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 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 nearly **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**; 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 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 ten 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 government's first ever 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 and Channel 4 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 strategy to achieve that is threefold:

- **Consolidate our operations** to ensure we make the biggest impact possible with our resources.
- **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 Projects**, you will work closely with our Director of Projects, Projects Coordinator and our wider team to help lead and deliver our work supporting communities building connection across the UK.

This is an exciting time to join our **friendly, high performing and ambitious** team. The Projects Directorate is the newest part of The Cares Family: over the last 18 months we have launched The Multiplier to support exceptional community leaders across the UK; set up new initiatives to surface the voices of people in our communities in new ways; and launched the first parts of a campaigns strategy.

Your work at The Cares Family will include **leading the strategic development and delivery of The Multiplier in 2022** and beyond, and the **design, development and delivery of a new project** enabling and supporting intergenerational connection across the UK. You will also contribute to the growth of the Projects Directorate as a whole, working collaboratively with the Head of Communications, Head of Campaigns and Projects Coordinator.

ABOUT YOU

All of that requires a specific set of skills which you might have learned designing and leading projects, programmes and teams at another charity, business or public sector organisation. To achieve your goals, you will need to be:

- **Passionate** about our mission, philosophy, values and programmes;
- **A strategic thinker, at ease managing detail whilst understanding and responding to the big picture;**
- **Creative** with the confidence to start with a blank piece of paper and design ambitious projects from the ground up;
- **Experienced at project delivery:** highly organised, a confident multi-tasker used to taking initiative and comfortable working in a team and independently;
- **A people-person** who builds relationships easily and is skilled at relationship management, both internal and external;
- Comfortable defining what impact looks like and putting in place **robust monitoring and evaluation** plans and embedding learning on an ongoing basis;
- **An authentic, high-quality communicator, with exceptional written, spoken and listening skills;**
- **An experienced line manager**, able to nurture and grow a small team to realise their potential;

- **A confident facilitator**, experienced at **running workshops** and able to encourage conversation and participation from a diverse group of people (online and in person);
- Comfortable and experienced **working with communities** and/or community organisations.
- **Comfortable with complexity** and used to navigating organisational structures effectively and efficiently;
- **Competent with MS Office** including Word, Excel and PowerPoint.

In addition to those essential skills, the following skills and experience are desirable for this role:

- Experience delivering learning projects and an understanding of the community leadership sector;
- Experience driving change at both local and national levels;
- Experience in developing projects with external partners;

KEY RESPONSIBILITIES

We are looking for someone who is **passionate about creating a ripple of connection across the UK.**

The Head of Projects will be someone **ambitious** in their approach; working to **high standards** with a focus on **quality** and the **impact** they can make through their work. The list below is not exhaustive of all the functions of the Head of Projects, but it describes much of what will be expected of the role:

- You will **continue to strategically develop The Multiplier**, working with our Projects Coordinator, including by:
 - Leading the planning and facilitation of **high quality face-to-face and online workshops** including identifying relevant external speakers;
 - Ensuring a **robust monitoring and evaluation** plan is in place, capturing meaningful information and using that to develop and evolve The Multiplier for the future;
 - Developing a strong **communications plan** that raises up the voices of Multipliers and the profile of the programme;
 - Ensuring **high quality, strategic outreach** so The Multiplier reaches the places where it is wanted and needed;
 - Supporting and **strengthening the application process** ensuring the ongoing quality of participants in the programme;
 - Identifying, building and managing **relationships with key internal and external partners** to support and strengthen the project.
- Leading on the **design, development and delivery of new work**, supported by the Director of Projects, that helps to spur a ripple of connection across the UK including:
 - **Sector scoping** to ensure our work is responsive and relevant to the external context;
 - Identifying organisations and individuals to **collaborate** with and participate in programme development;
 - **Designing programmes** including content and format and ensuring high quality programme outreach and application processes;
 - Working with the Head of Impact and Evaluation **to ensure robust monitoring and evaluation plans** are in place that meaningfully capture programme impact;
 - Ensuring **high quality delivery** that achieves programme objectives.
- In your work you will also:
 - **Develop and maintain strong and productive relationships** with people who take part in The Cares Family's work, and with partner organisations;
 - **Grow and develop your team** ensuring everyone is equipped to perform to the highest level and meet the fullness of their potential;
 - Create **beautiful blogs, short films and social media posts** to raise awareness, build our profile and share the learning of our projects;
 - **Actively contribute to the Projects team**; supporting collaborative and positive working across the Directorate and helping to deliver our organisational strategy;

- **Attend and represent The Cares Family at events** – promoting our work, building our profile and enhancing our reputation;
- Support the Director of Projects with ongoing **project administration** and other tasks on an ad hoc basis;
- Undertake any **other duties** as reasonably required by The Cares Family to support our mission;
- Ensure all of the above is done in line with our anti-racist and inclusion action plan.

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

Please send us your **C.V and a cover letter of no more than 750 words** clearly demonstrating how your experience makes you the right person for the role. **Please submit your application to sara.masters@thecaresfamily.org.uk by 11:59pm on the 5th June 2022.**

Successful applicants will be invited to attend an interview in the week beginning the 20th June 2022 with potential second interviews held on the 29th June 2022.

If you're interested in this role, but you'd like to find out more before submitting an application please get in touch with Sara Masters, Director of Projects sara.masters@thecaresfamily.org.uk who'd be happy to chat through the role and answer any questions. If there is any aspect of the application process that is not appropriate to your needs, then please also contact Sara and we'll see what we can do.

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