

POST TITLE: Community Outreach Officer

Location: Norwich

**A. Purpose and scope**

The role is part of the front-face of the charity, supporting older people and their families through social activities and community engagement.

The Community Outreach Officer supports customers and the communities they live in to prepare and enjoy later life by keeping active and participating in community events and activities they enjoy while providing support to overcome barriers that may prevent them from accessing services e.g. debt and benefit advice. Leading on initiatives, ideas and volunteers to set up and sustain new or current groups.

Working with people aged 50+, their families, community centres, sessional tutors, schools and other professionals to ensure there are varied activities for our client group. There will be specific focus on Intergenerational work, active aging and non-active social groups i.e. luncheon clubs, film clubs and others.

This exciting role is part of our Community and Neighbourhood Support team that currently run and support 30+ community groups across Norwich. The post holder will be accountable to the Community and Neighbourhood Support Manager.

**B. Duties and responsibilities**

1. Establish, organise and support volunteer led, community based social activities, focussing on intergenerational work, active aging and social clubs/groups.
2. Ensure volunteers are supported as required, and facilitate them to sustain community based activities
3. Contribute towards identifying unmet needs, community assets and engaging the community in support of Age UK Norwich's aims
4. Produce timely reports on activity against departmental plans
5. Conduct surveys with customers to evaluate the impact of our charitable work, our customer service and/or insights to help continual improvement
6. Develop and maintain effective working relationships with partners and stakeholders in the city

7. Coach volunteers on how to support customers to develop their self-confidence and engage with community activities or groups
8. Make presentations at events, groups or other organisations such as employers, festivals, funders, statutory or private services to promote Age UK Norwich and the Community and Neighbourhood Support Service.
9. Support the Community and Neighbourhood Support Manager in continual improvement of the service, development of concepts and implementation of projects or enhancement
10. Keep accurate and up-to-date records of support being provided to customers and ensure compliance with Age UK Norwich standards and those of our Confidentiality, Data Protection and Information Governance Policies

### **Relationships & Accountability**

11. This role does not have responsibility for any staff though some supervision and coaching of volunteers is required.
12. Proactively engaging other departments of Age UK Norwich to ensure the Community and Neighbourhood Support Service is accurately represented, promoted and referred to.
13. Working in collaboration with current partners and fostering new partnership opportunities with support from the Community and Neighbourhood Support Manager.

### **General Duties**

14. Work safely, in line with Age UK Norwich's Health & Safety Policy and Lone Worker Policy and safety requirement of external partners or venues.
15. To ensure all duties are carried out to professional or contractual standards as defined by Age UK Norwich Policies, Partnership Agreements or other regulatory standards.
16. Participate in continued professional development and attend appropriate training required for the role. Contribute to staff meetings to encourage knowledge sharing, standardisation of services and peer support.
17. Undertake such reasonable extra duties as may be required by the Community and Neighbourhood Support Manager, or the Chief Executive Officer from time to time.
18. To ensure customer's safety are prioritised at all times by conducting and recording risk assessments and safeguarding concerns in line with Policies.

**C. Conditions of Post**

19. Working flexibly to provide customers easy access in their local community to our knowledge, expertise and support. This includes visiting Age UK Norwich buildings, Community Building, Sheltered Housing/Care Homes, Employers and customer homes as deemed necessary to support our charitable objectives.
20. Able to use own transport or public transport to work at multiple locations to meet customer demands.
21. The post holder will be required to work 15 or 30 hours a week. Hours flexible for post-holder and charity needs, which may include occasional weekend working.
22. Salaries are paid monthly (per calendar month) in arrears by BACS.
23. Full time annual leave entitlement is five working weeks increasing after long service in line with terms and conditions in Section B of the Statement of Particulars of Employment.
24. The role is subject to a Disclosure Barring Service (DBS) and references of a satisfactory standard.
25. All reasonable out of pocket expenses will be reimbursed in line with Age Norwich Finance Policies.
26. There is a six months probationary period for this role
27. Due to funding, role titles may be different from time-to-time e.g. 'Outreach Officers', or 'Community Development Officer'. However, the duties of the role remain unchanged and are considered one and the same.

## Person Specification

The successful candidate will be able to demonstrate:

### Essential

Recent experience of setting up and supporting community groups and activities.

Experience of working in partnership with different organisations including statutory and non-statutory services.

Knowledge of recording data and Data protection legislations.

Background of working with or supporting people with mild/moderate physical and mental health issues. Working knowledge of Adult Safeguarding and local protocols.

Experience of gathering surveys for evaluation of service.

Excellent literacy and numeracy skills with the ability to produce letters, simple spreadsheets and written reports.

Sound knowledge of confidentiality and strong IT skills including use of Microsoft Office packages e.g. Word, Excel and Planner.

Confident to communicate ideas, views and respond to queries from customers and partners.

Experience in using Social Media platforms to promote events and activities.

Experience of supporting and coaching volunteers to deliver organisational aims.

### Desirable

Experience of supporting people who are 50+ including those who are frail or other vulnerable groups.

Working knowledge of modern communication tools such as Online Chat, Mailchimp, Bulk SMS.

Experience in using and analysing online survey/evaluation tools such as Survey Monkey.

Track record of supporting community groups to become sustainable

**Personality**

Engaging, professional and determined

Good inter-personal skills, effective listener, able to develop a rapport with customers and professional partners.

Problem solver, with the ability to act proactively and efficiently, using own initiative to find out answers and solutions.

Creative, flexible person with a willingness to try and explore new possibilities.

Team player, able to work with others to define, co-ordinate and meet set objectives.

Ability to self-organise, work well under pressure to meet defined schedule and deadlines.

**Education**

Minimum 'A' Level / Level 3 Vocational Qualification or equivalent

## Background Information

Age UK Norwich is an organisation based in the heart of the City. Founded in 1947, we provide support for people aged 50+ living in Norwich and its environs. Over the years we have adapted our services to reflect and meet the needs of the older population within the area. In the last year we have presented our varied services through three departments namely:

- Community and Neighbourhood Support
- Day Care and Dementia
- Information and Advice

The Community and Neighbourhood Support work reaches across the city to support and engage people in a wide range of clubs, activities, events and initiatives.

The department has 100+ active volunteers, and in the last reporting year supported over 3000 older people to make their later life the best it can be.

Main activities:

**Outreach service** supports 30+ sociable clubs and activities a month. Most are run by volunteers and take place in venues across the city. Age UK Norwich provides advice, encouragement and some technical support. Most are free to join, or have only a modest fee for refreshments etc. The service is funded by The National Community Lottery Fund and Earl of Northampton's Charity (Mercers).

**Active Befriending** provides an opportunity to match volunteers with isolated and vulnerable older people in the city with the aim of supporting them to engage in community activities or groups of their interest. This is achieved over a space of 12 months.

The community and Neighbourhood Support team work closely with our Information and Advice Service to ensure customers have access to holistic support whether that means helping with benefit claims, organising advice sessions or referring to other external organisations.

For more information about the organisation and services we offer please visit our website: [www.ageuknorwich.org.uk](http://www.ageuknorwich.org.uk)