



THE CARES FAMILY

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MANAGING DIRECTOR

- **PERMANENT**, FULL TIME POST (40 HOURS PER WEEK)
- **LOCATION:** LONDON, MANCHESTER OR LIVERPOOL
- **SALARY:** £45,000 (PLUS TRAVEL) – NEGOTIABLE FOR EXCEPTIONAL CANDIDATES

For this role we are keen to speak to candidates in person and to have an open, flexible recruitment process. **The final deadline for submissions is September 12th 2019. However, we encourage all candidates to get in touch or submit applications as soon as possible.**

For more information, or to apply, please send a CV and covering letter demonstrating why you are right for this role, or an email of enquiry to The Cares Family's Founder/CEO, Alex Smith, at alex.smith@thecaresfamily.org.uk.

- Applications should be received no later than **4pm on Thursday September 12th 2019**
- First round interviews will take place in late September.
- Second round interviews will take place in early October.
- An appointment will be made shortly thereafter, with a view to a starting date in early 2020.

Please read the full job description below for further information.



THE CHARITY

The Cares Family is a group of **community networks** of young professionals and older neighbours hanging out and helping one another in our rapidly changing cities. We do this because while our big cities are amazing – full of cultural and economic opportunities and hotbeds of innovation – they can also be **anonymous, isolating and lonely**. In fact, the UK is considered to be the ‘loneliness capital of Europe’ – with our biggest cities the very most isolating.

This is especially the case for **older people** whose social networks may have frayed over time and whose communities are transforming faster than ever before due to globalisation, gentrification, digitisation, transience and housing bubbles; and for **young people in their 20s and 30s** facing work and social media pressures and living far from friends and family. The result is that our generations are experiencing a dual ‘loneliness epidemic’, with severe implications for individuals, communities and society at large.

Over the past eight years, The Cares Family has grown from a small grassroots project into a national leader helping to reduce loneliness at both the **community and systemic levels**. All told, North London Cares (opened 2011), South London Cares (2014), Manchester Cares (2017), Liverpool Cares (2018) and East London Cares (2019) have now brought **16,500 older and younger people** together to share over **400,000 interactions, 3,600 social clubs and 18,000 one-to-one hours**, and to feel closer to their communities even at a time of division.

Over the past four years in particular we have undergone **accelerated growth**, supported by a number of national partners including Nesta, The National Lottery Community Fund, Esmée Fairbairn Foundation and The Tudor Trust, who are directly funding this position. In 2018, the former Prime Minister launched the government’s first ever loneliness strategy, which we helped shape, at a Cares Family event, and our Founder/CEO was named one of the first 20 Obama Foundation Fellows, bringing new attention to our issues and our model. Our work has been featured in The Economist, The Guardian, The Telegraph and on BBC1’s News at Ten, and been supported by Stewart Lee, Florence and the Machine and Russell Howard.

Now, as we look to the future, we know we have **redoubled potential**. We are scoping the possibility of further expansion and are also **broadening our mission** to ensure that our model meets its moment of potential, with plans for new pilots, projects, partnerships and campaigns to tackle broader ‘disconnection in a connected age’.

To achieve that, we need to consolidate our progress over recent years and get ready for future opportunities. That’s why we are looking for a **senior leader to take over the day-to-day management** of The Cares Family and to **help us execute our strategy**: to help our team to live our values: to prioritise people and wellbeing; to improve our systems and further demonstrate our impact; to strengthen our federation; to improve our financial management; and to free up our CEO to lead a national debate, underpinned by a dynamic, innovative and growing organisation meeting its moment of opportunity.

OUR PROGRAMMES

The Cares Family's **SOCIAL CLUBS** are group activities bringing older and younger neighbours together to share new experiences and friendship through dance parties, film and 'Desert Island Discs' nights, 'back to work' business visits, yoga and photography clubs, quizzes, choirs and more. Sessions in local businesses, pubs, parks and community centres take place between three and six times a week in each of our locations – including during **evenings and weekends** when older people report feeling most lonely, when young people have time to contribute to their communities, and when traditional community spaces can be shut – offering an **anchor of activity** to look forward to.

Meanwhile, our **LOVE YOUR NEIGHBOUR** one-to-one friendship programme helps bring a little of the outside world in for people who may struggle to get out. Younger people visit their older neighbours once or twice a week to share stories and cups of tea, to **watch a film or play board games together**, or to get to a local café or event to celebrate a special occasion where possible. Each match is given an annual budget to help friends share experiences with meaning and that build memories, and friendships are supported and wider challenges navigated in collaboration with our staff teams.

Third, our unique proactive **OUTREACH** identifies people most at risk of loneliness in our communities and invites and inspires them to get involved. Young people are recruited through social, digital and employment networks and by the power of sharing positive stories of connection online, while older people are mobilised through active **door-knocking**, and through informal face-to-face interactions in familiar locations like **supermarkets, GP surgeries, chemists and at bus stops**. Our Winter Wellbeing projects, for example, reach out to around 2,500 older people annually, helping neighbours to stay active and connected during the most isolating time of year.

Finally, our **COMMUNITY FUNDRAISING** offers a fourth way for younger and older neighbours to share experiences and build relationships close to where they are. Events, challenges, corporate partnerships and online campaigns all offer the chance for neighbours to share fresh camaraderie as well as to raise money to support the networks they love and to keep all our activities free. In our last full year, over 40% of our overall income was raised this way, from within our growing community networks.

Through each of these integrated programmes, inspired and led by neighbours, the **relationships created are two-way**: older people benefit from a regular, familiar place to go and the company of young people showing an interest and a stake in their lives; while younger people receive the calm, advice, humour and stories of older neighbours and enjoy the opportunity to take time out from their working weeks.

Over the coming months and years we are also planning to build **new projects** which bring different groups together – for example older people, new parents and their young children; unemployed young people and retired professionals; and other groups living side-by-side but too seldom interacting – and to unleash a movement that helps people all over the UK to tackle disconnection in their own communities in their own ways.

ABOUT THE ROLE

The Cares Family is at a **key moment of potential**. Since 2012 we have increased in size from two members of staff in one location with a budget of around £50,000 to a national organisation with 35 staff operating in five locations and a budget next year of £1.9m. To underpin that growth, we have already implemented a new CRM system (Salesforce), improved our financial management, codified our policies and processes, and deepened progression opportunities for our much loved teams.

As we continue to grow, we need an experienced senior leader to **operationalise our values** (kindness, community, trust, bravery, learning) across our multiple locations; to **lead our organisational culture** so that it is sustainable; to **support our Director of Development and Director of Programmes**; to **continually develop systems** that are appropriate for our model; to **drive impact evaluation**; to provide broad strategic and operational leadership internally as we continue to change; and to **free our Founder/CEO from all operational management** so he can focus on strategy and fundraising, and continue to raise the profile of our issues across the UK and around the world.

This is a **brand new position in The Cares Family** and one which we hope will strengthen the organisation for the long term. So through your **hard work, skill, empathy, respect and expertise**, you will help us to consolidate our growth, and to **get to the next level** as a national organisation making a big difference to the lives of thousands of people, and to the systems and cultures that we ultimately need to change in order to reduce isolation and loneliness, and bring communities together.

All of that requires a broad skill set and experience, with a particular emphasis on **organisation, prioritisation, communication and staff recruitment, progression and retention**; and characteristics including **leadership, confidence, personal warmth, determination and resilience**. You will be at the heart of all of our local charities, enabling older and younger neighbours to participate in and get the most out of our programmes across the UK, and to ensure new projects are delivered strategically and in line with our objectives.

To do that, you will work predominantly from one of our five offices in London, Manchester or Liverpool – and will be required to **travel between them on up to 50 working days of the year**. We need someone who understands and is motivated by the demographics and social challenges of our biggest cities and the wider country, who is dynamic and, in particular, who is passionate about people and can clearly promote our vision for building friendships across deepening divides.

In return, you will be trusted to work **dynamically and independently** across these exciting charities, with a growing profile and backing from major local and national supporters. You will also be provided with all the professional support, accelerated development opportunities and networks to play a lasting, transformative role in the development of the “Cares” vision and family.

KEY RESPONSIBILITIES

We are looking for someone with a **proven track record and measurable achievement managing a growing organisation**. The Managing Director will be someone who will fit well into a fast-paced environment, where teamwork is essential but where individual skills and distributed leadership equally need fostering. You will be able to inspire the organisation and drive progress with the same determination and compassion demonstrated in our programmes. In your new role you will also:

Strategy, culture, leadership and management

- Work with the Founder/CEO and Board to deliver our ambitious strategy (reporting to the CEO).
- Recruit, coach and develop The Cares Family's teams and ensure everyone is supported and equipped to perform to the highest level and meet the fullness of their potential.
- Ensure all staff understand and embody the organisation's mission, strategy, culture and values – managing teams that are compassionate and courageous as well as enterprising, creative and ambitious, both internally through our programmes and externally through our partnerships.

Systems and growth

- Consolidate The Cares Family's progress to date.
- Ensure operational processes are effective, efficient and sustainable for the long term.
- Work with our Founder/CEO and Board to determine and resource opportunities for further growth of The Cares Family and its mission, and drive that growth internally.
- Manage our systems development including our CRM (Salesforce), IT, subscriptions and insurance.
- Ensure each office environment is safe, homely, secure and welcoming.

Partnerships and communication

- Support the Founder/CEO to maintain and strengthen external partnerships with government, civil society organisations, policy experts, academics and opinion formers.
- Lead internal communications to ensure that The Cares Family's values are lived day-to-day, and potential for sharing and learning is maximised across our fast-paced, multi-site organisation.

Finance, governance and compliance

- Ensure the organisation fulfils its legal, statutory and regulatory responsibilities.
- Ensure all areas of management and operational policy are compliant with the law, effective and based on best practice – including but not limited to HR policies, privacy, data protection, accounting and regulation.
- Maintain awareness of risks and changes in the external environment that affect the organisation; inform and work with the Board to mitigate, manage or oversee actions.
- Supply regular reports to the Board and attend Board meetings.
- Prepare plans and budgets for approval by the Board and support our Development teams and growth.

REQUIRED SKILLS & EXPERIENCE

- You have **experience** of leadership in a growing and fast-moving organisation, leading ambitious and creative **people** and **programmes** collaboratively, and developing projects as they arise.
- You're an **authentic, high quality communicator** and people-person, with the ability to drive success across organisations and partnerships (through written, spoken and listening skills).
- You have **experience in dealing with multiple tasks**, sensitivities and challenges at the same time, and a track record of **driving quality and innovation** and encouraging enterprise in others.
- You have a good understanding of the **culture and socio-economic challenges** facing the UK, a passion for the power of networks and community, and can relate to and build relationships with people from all backgrounds.
- You can demonstrate a knowledge and ability to **run an organisation that is compliant with all regulatory and statutory obligations**, and which is financially stable. You have **financial acumen** including budget management experience.
- You **know what success looks like in a growing organisation** leading social, systemic and cultural change and you understand the tools and metrics required to demonstrate that success.
- You are able to **work to a plan** and communicate with and **hold colleagues to account** on key procedures, records, milestones and deliverables.
- You can **demonstrate success of working closely with ambitious CEOs and Boards**.
- You are **action-oriented**, adaptable, dependable and flexible in the pursuit of impact and you hold the **highest standards** for your life and career, and those of our teams.
- You are **fun**, warm, approachable, energetic, confident, outgoing, creative, empathetic, determined, ambitious, flexible, resilient, discreet, organised and professional. You are a **self-starter**: someone committed, tough, results-oriented and focused working alone as well as in teams.
- You have the **flexibility to work occasional evenings and weekends** in order to support the delivery of our core activities, with time off provided in lieu.
- You are able to **obtain a clear DBS certification** upon appointment (provided).

ROLE FEATURES

- Flexible working hours and 26 days' annual leave plus bank holidays
- Staff counselling service
- Based in London, Liverpool or Manchester
- Travel covered.

We seek to live our values in everything we do. We are actively seeking candidates from diverse backgrounds who represent the communities we work in.