

**Brand and Communications**

# Engagement Officer

## The job, in a nutshell

Age UK is one of the Richmond Group of Charities (RGC), a coalition of 15 health and care charities working together to improve care for people with long-term health conditions (LTCs). They host the RGC's We Are Undefeatable physical activity programme which is funded by Sport England until March 2028. It aims to support people with LTCs to become more physically active, including by influencing national and local policy and practice to tackle systemic barriers as well as delivery of a social marketing campaign to encourage individual behaviour change. To support this work we need an Engagement Officer to play a pivotal role in driving forwards the system change we're seeking by managing impactful partnerships and collaborations.

This role is offered as a fixed term contract until 31st March 2028 and will:

- Support delivery of our engagement activity and place plan, working with external and internal, national and local stakeholders
- Report to the Senior Engagement Manager within the Influencing and Engagement Team
- Work closely across the whole We Are Undefeatable team, the Richmond Group secretariat and our coalition members.

**[www.ageuk.org.uk](http://www.ageuk.org.uk)**

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.  
Registered charity number 1128267. Company number 6825798.

## Our values



Collaborative



Ambitious



Impactful



Inclusive

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### What you'll do for us:

#### Delivery

- Working closely with colleagues, you'll support delivery of our stakeholder engagement plans, our engagement and influencing strategy and local places plan.
- Contribute to the scoping and development of engagement resources, materials and case studies to reach and engage a range of professional audiences, including our universal offer for local places.
- Support the activation of our We Are Undeatable campaign with stakeholders nationally and locally, working with colleagues to showcase and embed the full range of assets and resources, as well as working collaboratively to scope and deliver new tailored resources and activities that meet shared goals.

#### Stakeholder management

- Represent our team at meetings, networks, conferences and events, using the opportunities to platform We Are Undeatable and our Richmond Group coalition asks, insights, learning and resources.
- Seek out opportunities for speaking and presenting at relevant events and conferences and work together with colleagues to coordinate our own events and meetings.
- Support the running of our community of practice and working groups for different projects as well as the facilitation and delivery of stakeholder workshops and events.
- Build and maintain strong, collaborative relationships with internal and external stakeholders nationally and locally to ensure that We Are Undeatable is utilised where relevant across national and local projects, programmes and initiatives; we share our knowledge, insights and expertise; and deliver meaningful collaborative projects.
- Identify opportunities for the engagement of people with lived experience of long-term conditions with our programme and with the work of our partners, to ensure diverse needs are accounted for.

#### Communications

#### Location

Hybrid/London

#### People management

No

#### Division

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- Support social media, website updates and wider stakeholder communication that promote our work and partnerships, reinforce We Are Undeatable as a destination for best practice learning, actionable insights and provide thought leadership related to helping people with long-term health conditions to move more.

### Evaluation and learning

- Take responsibility for the monitoring and evaluation of our engagement activity and work at place, tracking and recording our agreed impact measures, insight and process learning for internal and external reporting.
- Contribute to the effective sharing of insight and learning with the Richmond Group members and external stakeholders, supporting our culture of continuous organisational learning.
- Identify opportunities to develop our learning and insight, responding to the needs of stakeholders and people with long-term conditions.

### Programme and team administration

- Work with colleagues to ensure compliance with internal processes and procedures as well as funder requirements.
- Contribute to team and wider Richmond Group planning and reporting processes, attending relevant meetings as and when required and undertaking other relevant duties as appropriate, in line with our agreed plans.
- Proactively work with colleagues to coordinate activity across different workstreams
- Proactively ensure smooth working around our stakeholder engagement, coordinating between teams working on the Richmond Group's broader priorities and our physical activity programme.
- Help to promote a supportive, empowering culture of mutual respect, making Age UK a great place to work where people can fulfil their potential and flourish.

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### Must haves

The letters after each competency indicates at what stage in the selection process this area will be assessed.

Application = A, Interview = I, Test = T, Presentation = P

### Experience

- Developing and managing successful partnerships and relationships, working collaboratively to co-design projects for mutual benefit **A, I**
- Supporting end-to-end project delivery and the effective monitoring and evaluation of deliverables and outcomes **A, I**
- Coordinating, facilitating and presenting at events such as communities of practice, conferences, workshops, and seminars to a range of different stakeholders of varying seniority levels **I, P**

### Skills and knowledge

- Knowledge of physical activity and behaviour change in the context of health **A**
- Well-developed understanding of the lived experience of people with multiple long term health conditions **I, P**
- An understanding of current practice in the sport, leisure and physical activity sector and awareness of the health landscape **I, P**
- Excellent organisational and administrative skills with the ability to prioritise workload, maintain systems, meet competing deadlines and work calmly and confidently under pressure **A, I**
- Ability to work in a fast paced, complex environment and collaborate with a diverse range of stakeholders **I**
- Proactive, creative and flexible approach to identifying and taking forward opportunities, shaping new ideas and partnerships **I, P**
- Ability to manage records, databases and monitoring systems and compile monitoring and evaluation reports **I**
- Excellent interpersonal, oral and written communication skills with a flair for adapting tone and message for different audiences to galvanise action **A, I, P**

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- Excellent team working skills along with an ability to use own initiative and work independently **A, I**
- Proven ability to network and build effective working relationships and partnerships **I, P**

### Great to have

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### Experience

- Working with external agencies **I**
- Working with people with long-term conditions and utilising lived experience research and insight to shape plans and delivery **A, I, P**

### Skills and knowledge

- An awareness of system change and systems thinking **A, I, P**
- Awareness of different evaluation approaches for behaviour and systems change **I, P**

### Any other details

This is a hybrid role of home-working and work from our Age UK London Office, approximately a minimum of one day per week and as required.

Able to travel in the UK, attending meetings as required, with occasional overnight stays.

Commitment to promoting equality, diversity and inclusion.

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

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In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

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