



Job Pack

Head of
Services

This pack contains

- About Age UK Westminster
- How to apply
- Role description and Person Specification

Age UK Westminster exists to promote the well-being of older people in the City of Westminster and to help make their lives a fulfilling and enjoyable experience. We focus on services that reduce financial hardship, disadvantage and social isolation for older people in our local community.

Information & Advice Team

Age UK Westminster is a delivery partner for the "Westminster Advice Services Partnership", focused on the delivery of I&A services for older people in Westminster. We provide "drop-in surgeries" and appointments at community locations across the borough; outreach into the community, home visits for those who are housebound, and an enquires line for information and signposting.

Complex Needs Support Service

We provide Information, Advice, Advocacy & Support to older people and their carers in Westminster on and around a range of complex issues they are facing in their lives. This includes but is not limited to welfare benefits, housing & social care, health care, bereavement, family life and loneliness.

Cost of Living Advice

This involves supporting clients to maximise their income. The advisor assists clients by carrying out benefit checks and benefit applications. For those on means-tested benefits, low income, referrals are made on their behalf to the Cost-of-living support fund and for charitable grants.

Information and Advice Global majorities

Age UK Westminster received funding from Westminster City Council to deliver information and advice to clients from Global communities. The focus is within Arabic, Somali and Bengali communities. Our advisers and volunteers support Westminster residents aged 50+ to increase and manage their income, including take up of pension credit, Housing benefit, and Council tax support

Befriending

This project provides weekly visits by a volunteer to older people to reduce their social isolation, particularly when they are housebound. A telephone call is available for those who don't want a volunteer visit.

General & Older Volunteering

This project provides a wide range of volunteer opportunities suitable for all ages, needs and abilities with no upper age limit to who can apply.

Digital Inclusion

This project helps older local residents make the most of the internet and their electronic devices in later life and help towards preventing loneliness and isolation. Age UK Westminster offers both group sessions and 1:1 support.

CNWL Digital Inclusion

Funded by CNWL NHS Trust, the KCW Social Isolation project is delivered by Age UK Kensington & Chelsea and Age UK Westminster in partnership. The project provides digital inclusion learning and guidance to adults aged 55+ referred by the bi-borough Older Adults Mental Health team.

Maintenance Cognitive Stimulation Therapy (MCST)

Face to face sessions available for people living with dementia in Westminster. Group members take part in meaningful and stimulating activities through our weekly 24-session Maintenance Cognitive Stimulation Therapy (MCST) programme proven to help maintain memory and mental function. The groups provide a fun, supportive environment where people can build new relationships.

The Heart of Westminster Memory Cafe

The Heart of Westminster Café is a Memory Café for Westminster which offers a relaxed, informal setting for people with dementia and their family, friends and carers to get together. The Heart of Westminster Café provides a mixture of talks, information and advice, entertainment and activities.

Post Hospital Discharge

Provides vital assistance to older Westminster residents as they return home after a hospital stay or major health event. This free service from our Wellbeing & Connections team supports those aged 60 and over in making the adjustment back to independent living.

Exercise at home

Exercise at Home is a service that offers home-based sessions for individuals who might be housebound, living with chronic conditions, having mobility and balance issues, and find activities of daily living challenging.

Fit4Life

Age UK Westminster's Fit 4 Life project provides a range of activities and fun exercise classes at a range of community venues across the borough, as well as in the comfort of their own home.

Activities

Offering a diverse array of activities and services to support older people in the local community. Helping older adults live independently, stay active, and remain engaged with their local surroundings.

How to apply

Please email your CV with a supporting letter (showing how you meet the personal specification) to enquiries@ageukwestminster.org.uk

What we offer

- Flexible and hybrid working
- Training and development
- Basic Health Plan
- Blue Light Discount Card
- 7% pension contribution
- 28 days annual leave (plus bank holidays) rising to 30 days after five years of service (pro-rata for part time staff)
- London Living Wage employer

Closing date for applications: 11th May 2026 at noon.

The Role: Head of Services

Salary: £48,500 - £50,000 FTE per annum (depending on experience), pro rata for part-time including London Weighting plus 7% Pension Contribution.

Hours: Flexible 14 - 21 per week. Monday – Friday

Responsible to: Chief Executive Officer

Based at: Beethoven Centre, Third Avenue, London W10 4JL (Hybrid)

Main purpose of the job:

- The Head of Services will be responsible for development of new services, operational management and ensuring that the services meet the required quality standards and key performance targets in line with contract and funder requirements with emphasis on staff management, efficiency, outcomes and continuous improvement on customer services.
- To represent Age UK Westminster at NHS (ICB, PCNs, CNWL, CLCH), Council, funders and the voluntary and community sector (VCS) forums to identify opportunities to support statutory bodies in meeting their objectives.
- To lead on AUKW's systems and quality assurance and accreditations. To line manage service managers and provide strategic support and oversight to existing and new services.
- To lead on Data Protection and Information & Governance

The post holder's responsibilities will be:

- To assist the CEO in the development and implementation of the strategic and business plan, policies, and procedures
- To lead and manage the development of existing services within the charity's resources
- To lead the development of new services in meeting the needs of older people in the City of Westminster
- To work with the CEO and the senior management team on a number of cross-organisational issues such as human resources, finance, health & safety, safeguarding risk management etc.

- To represent Age UK Westminster at service development, planning and steering group meetings both internally and externally.
- To ensure that the work reflects the values of Age UK Westminster and contributes towards the vision of the Charity.

Main Duties:

1. Strategic

- To work with the Chief Executive in setting and delivering the strategic and business plan, achieving objectives, and meeting key performance targets, while ensuring alignment with the charity's mission.
- To work with the CEO and the senior leadership team and senior management team to provide strategic leadership and direction for the charity.
- To work with the Chief Executive and the Head of Fundraising to coordinate the organisations response to grant and tender opportunities. To continuously seek out new business and service development opportunities that align with the strategic aims of the charity. To develop a paid for service.
- Promote AUKW's services and development plans with key stakeholders – Council, NHS (ICB, PCNs, CNWL, CLCH) and other voluntary agencies in and around Westminster. This will include meetings with commissioners and partners.

2. Leadership, Management and Service Delivery and Development

- To provide effective leadership, management, supervision and support to managers and other staff as appropriate.
- To ensure the efficient delivery of services by maintaining high standards of quality.
- To ensure senior managers take effective responsibility for day-to-day service delivery.
- Monitoring performance against agreed delivery targets for all projects and the use of effective measurement tools to show impact and success.
- To develop service specifications, ensuring that they meet the aims and objectives set out in the charity's strategic and business plan. To identify gaps in service provision and prepare improvement plans including new grant applications if required.

- To develop and maintain local knowledge and contacts in relation to needs and services and keep up to date with relevant developments locally and nationally.
- Keep abreast of models of good practice in VCS service delivery to older people, and any gaps and needs in Westminster.
- To deputise for the Chief Executive in their absence.

3. Regulatory and Quality Assurance

- To support the CEO and work with senior management and staff members on an on-going basis to maintain and implement GDPR compliance across all services
- To support CEO and senior managers to effectively maintain and implement safeguarding, health and safety and risk assessment policies and procedures
- To ensure that AUKW has systems, policies and procedures, and evidence in place to meet the requirements of Age UK brand partnership agreement and quality marks – currently we hold the Age UK Charity Quality Standards, Age UK Advice Quality Standard, and the NHS Information Governance standard (NHS Toolkit). To be the lead on Caldicott Guardian.
- To make arrangements for the review of such systems and collate information in support of maintaining these standards. To ensure compliance with all funding requirements and regulations. To ensure all regulatory reporting is submitted on time.

4. External relationship and partnership

- To build and maintain strong relationship with key stakeholders, including local authorities, NHS (ICB, PCNs, CNWL, CLCH), local businesses and corporates, housing providers and community organisations.
- To represent the organisation at external meetings, conferences and events to advocate for the needs and interests of older people.
- To identify and pursue opportunities for strategic partnership and collaboration
- To collaborate closely with external partners to ensure the delivery of a comprehensive range of services that enhance the quality of life for older people in their later years.

5. Staff Management

- Line management of Senior Manager including supervision, appraisal, disciplinary processes.
- Recruiting appropriately skilled and motivated staff, hold regular meetings, setting targets, monitoring performance and supporting staff so that they maximise their potential and encouraging staff personal development. An element of personal staff coaching hands on training and guidance may be required

6. Finance, IT and HR

- To work closely with the CEO, Finance Manager and be involved and contribute to the annual budget-setting process
- Oversight of finances, outcomes and outputs for the relevant services, taking remedial action where necessary.
- To work closely with the CEO and manage and maintain IT Infrastructure and systems – current systems in place Charity Log (CRM), Pleo Card, VHelp, Breathe HR, online forms – Complaints, Data Protection, Asset Register
- To ensure data security and privacy compliance
- Develop and implement IT policies and procedures
- To work closely with the CEO and oversee recruitment and onboarding processes.
- To develop and implement HR policies and procedures, ensuring compliance and employment laws and regulations and to ensure staff handbook is kept up to date.

7. Monitoring and reporting to funder and the board of trustees

- To regularly compile and present performance report to senior management and trustee board meetings. To prepare and present services update at trustee board meetings.
- To track and evaluate the progress of projects against objectives and key performance indicators.
- To provide clear and transparent updates on project output, outcomes and impact and to highlight any challenges and propose solutions to address them.
- Preparing a wide variety of data in written and electronic format Writing or signing off monitoring reports to funders.
- Production of service delivery reports for the Board of Trustees, Finance and Marketing and Fundraising boards.
- To gather feedback from stakeholders including older people we service to inform future reporting and improvements

8. Wider Senior Management and Organisational responsibilities.

- Be part of the Senior Management Team of AUKW, which meets regularly to review progress, and to shape future services and priorities.
- Report to the Board of Trustees on progress and plans
- Ensure services operate within AUKW policies and procedures and the Age UK Brand Partnership agreement.
- Identify and evaluate the risks associated with programme activities and take appropriate action to control them by supporting senior managers. Uphold the values of Age UK Westminster

9. General

- To work as a member of AUKW's staff team and support / assist colleagues in the achievement of objectives.
- To use initiative and work effectively with others
- To maintain service user confidentiality
- To chair monthly staff meeting
- To review development needs through regular supervision and appraisal and participate in appropriate training and development activities
- To undertake other duties as may be reasonably required by the Chief Executive Officer or Trustee Board in the pursuit of the aims and objectives of Age UK Westminster
- Some meetings and events may take place out of office hours and may involve travel away from City of Westminster.
- To work within Age UK Westminster's values, principles, policies and procedures.
- Support Age UK Westminster's approach to a broad, visible diversity and equality agenda and to ensure that we take account of the needs of the whole community.

Person specification

Skills/Experience/Knowledge

- Proven experience of management, including supervision, motivation, performance management, appraisal, and (preferably) recruitment.
- Experience of working at a senior level in a small to medium-sized charitable organisation.
- Experience of developing and project planning, preparing and managing budgets.

- Understanding of issues faced by older people and of older people's contribution to society.
- Knowledge of older people's services and the role of voluntary organisations in such services.
- Knowledge and understanding of local health and social care structures. Experience of liaison with corporates, funders and commissioners relevant to a local authority and NHS.
- Experience of leading contract and grant meetings, providing timely and comprehensive report as required
- Experience of utilising and reviewing quality assurance systems. Proven experience in effectively managing diverse teams, ensuring collaboration and achieving organisational goals.
- Effective people management, including supervision, appraisals and performance management
- Excellent communication and influencing skills – experience of writing monitoring and impact reports and interacting with a wide range of stakeholders
- Experience of developing service specifications, monitoring and evaluating services, knowledge and experience of using effective measurement tools to show impact and success of a project and reporting to funders
- Excellent IT skills and experience in a networked environment – preferably MS products like Word, Excel, Outlook, PowerPoint, plus good skills on use of the internet for desk research. Knowledge of the role of databases for a local charity.
- Understanding and commitment to diversity and equal opportunities relevant to all AUKW's roles.
- Analytical skills, ability to think strategically and forward plan. Working knowledge of safeguarding issues, health & safety, equality & diversity policies, GDPR regulations and compliance
- Ability to develop and maintain effective partnerships internally and externally
- Ability and experience in involving users in providing appropriate services for older people
- Ability to undertake project work and research including coordinating project/business events
- Ability to work flexibly within and outside normal working hours to meet the demands of the job including occasional evenings and/or weekends
- Ability to travel around Westminster and outside