

Dementia Service Coordinator Recruitment Pack



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Background Information

Age UK Croydon is one of the largest charities in Croydon and we have been representing the interests of older people across the borough for over 25 years.

We have an expert team of staff and volunteers who work together to deliver our extensive range of services and activities right across the borough. With services spanning information and advice, health, wellbeing, falls prevention, dementia support, one to one personal independence coordinators, befriending and social activities, Age UK Croydon offers a holistic solution for older people to access the services they require in one place

OUR VISION

Valuing ageing, Improving Lives, Growing Communities

OUR MISSION

To reach, involve, support, and connect people so they can age well in Croydon.

OUR CORE VALUES are at the heart of how we work. They represent the feeling we want people to get when they work with us and they guide the decisions we make as individuals and as an organisation.

Integrity	We treat everyone equally and with respect
Inclusion	We respect diversity and champion accessibility
Trust	We're honest, truthful and can be relied upon
Compassion	We're warm and approachable
Continuous Improvement	We strive to become better every day by listening and implementing feedback

Our Strategy

Our previous strategy was developed in 2018 and during this time we have achieved several milestones.

- **Demonstrating effective collaboration** with our statutory and voluntary sector organisations through 'One Croydon Alliance' which is a pioneering programme to join up the health and social care system, to provide a more integrated, efficient, holistic, and people-centred system.
- **We launched several new initiatives** during the last few years to support older people. A key initiative has been the piloting of work in care homes to ensure that care home residents are supported and connected in the community.
- **Our Brigstock Road premises is now a community hub** every Monday, where community can drop in to get support through both statutory and voluntary organisations.

Our Strategic Objectives

- **Achieving sustained income growth**, focusing on unrestricted income, so that we can invest, innovate, and build capacity.
- **Expanding our reach in our community**, so that more people know about us and can benefit from our services. (Particular focus on making our services accessible, accessing underrepresented groups).
- **Working together to deliver a holistic client journey**, making every contact count, so that we can achieve our mission.
- **Building one diverse, skilled, and empowered team**. We will attract, retain, and nurture staff and volunteers, so that everyone fulfils their potential.
- **Becoming the organisation of choice** for funders, partners and as an employer.

How to Apply

Job Title:	Dementia Service Co-ordinator
Reporting to:	Healthier Lifestyles Service Manager
Responsible for:	Dementia Service Team (currently 1x PT Memory Tree Officer, 1x PT Dementia Activities Facilitator)
Contract:	Fixed Term for 2 years / 35 hours per week (Mon to Fri with occasional evening and weekend cover as needed)
Salary:	£32,119
Pension:	Automatic enrolment applies
Other Benefits:	28 days annual leave, Professional development and training, Employee BUPA Assistance Programme (to support health & wellbeing), Hybrid working
Location:	81 Brigstock Road, Thornton Heath. CR7 7JH and Hybrid working across various community borough locations to support the service and our office

Role Overview

This is a unique opportunity to help shape and develop an important dementia support service, working with an experienced and committed team. We are looking for someone who brings strong service coordination, line management, service development and partnership working experience, alongside the warmth and confidence to build supportive relationships with people living with dementia, their carers and partners across the community.

Are you an experienced service co-ordinator or confident group facilitator with line management experience, strong organisational skills, and the ability to develop and lead engaging and supportive group sessions? If you enjoy bringing people together, building relationships and creating welcoming spaces where people feel supported, we would love to hear from you.

The Dementia Service Co-ordinator is a newly created role responsible for coordinating and developing Age UK Croydon's Dementia Service. A varied role with development, line management, and facilitation responsibilities, it offers an exciting opportunity to join the team and help shape the service to support people living with dementia, their carers, and the wider community. The Dementia Service sits within the Healthier Lifestyles Team and currently offers six monthly Memory Tree Cafés for people living with mild to moderate dementia and their carers, alongside co-located support groups for carers. Cafes are delivered at our Brigstock Road Community Hall and across the borough in local community venues.

The main areas of responsibility for this role are: coordinating, facilitating and expanding the existing café and carers' group; including prioritising café expansion supported by current funding, and developing a new preventative strand of the service providing information and advice to residents on reducing the risk of developing dementia.

The post holder will take lead responsibility for the delivery, monitoring and evaluation of our dementia-related services across the borough. You will line manage and support the dementia service staff and volunteer team to provide a welcoming, inclusive environment within our Memory Tree Cafes and carers' support groups which promotes interaction, stimulation and wellbeing. You will also build and maintain positive working relationships across Age UK Croydon and with external partners, referrers and stakeholders, including health professionals and voluntary organisations, to strengthen, develop and promote the service.

Age UK Croydon is currently reviewing its Dementia Service, and in this role the post holder will work closely with the Healthier Lifestyles Service Manager to put the review's recommendations into practice, ensuring improvements and new monitoring systems are embedded across the service.

To apply please visit www.ageuk.org.uk/croydon for an application pack. You can also send an email to executive.assistant@ageukcroydon.org.uk to receive an application pack. **CV's will not be accepted.**

Please ensure that your application demonstrates how your experience, skills and abilities meet the criteria set out in the **Person Specification and provide specific examples of these**. Please also ensure you complete the equal opportunities monitoring form. Completed application forms should be signed and sent to: executive.assistant@ageukcroydon.org.uk

Applications sent by post should be marked confidential and for the attention of:
Recruitment, Age UK Croydon, 81 Brigstock Road, Thornton Heath, CR7 7JH

Closing date for applications: 9am, 10 April 2026

Interview Dates: 16 April 2026

Please note this role is subject to an enhanced DBS check

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Main Responsibilities

- To take lead responsibility for the day-to-day delivery of the Dementia Service, including facilitating Memory Tree Cafes and co-located carers' support groups.
- To lead on planning a programme of speakers and other professionals, working collaboratively with the team to educate, support and inform people on issues relating to dementia and the carer role.
- To manage and record referrals into the service, supporting internal and external signposting on a range of healthy lifestyle choices and screening programmes for older people in Croydon.
- To work with the Healthier Lifestyles Service Manager to implement and embed recommendations arising from the Dementia Service review.
- To review and oversee the client journey from referral through to onward support, appropriate signposting and follow-up, ensuring continuity of support and positive outcomes for clients.

- To lead the development of a new dementia awareness programme, working alongside the Healthier Lifestyles Service Manager, with a focus on risk reduction, brain health and well-being.
- To ensure services are delivered in a person-centred, inclusive and accessible way, guiding and supporting the team to also deliver this approach.
- To maintain accurate service records, monitoring data and outcomes across the service using agreed systems such as Charitylog and Microsoft Excel. To provide monthly, quarterly and annual monitoring reports, including information required to support funding and grant applications, such as case studies and stakeholder feedback.
- To ensure safeguarding, confidentiality, health and safety and data protection requirements are met across the service at all times.
- To attend and complete all statutory and mandatory training as and when required and maintain relevant skills and knowledge in all areas of responsibility. Identify own ongoing training and development needs, together with line manager.
- To stay up to date with the latest dementia research, practical approaches, ways to reduce risk, and support initiatives, and use this knowledge to help shape and deliver the service.
- To undertake other appropriate duties as required by the Line Manager.
- To always work in accordance with Age UK Croydon's Confidentiality, Safeguarding, Health and Safety and Equal Opportunities Policies.
- To work flexibly and undertake other duties as deemed reasonable within the aims of the organisation.

Supervisory Responsibilities

- To provide line management, supervision and support to Dementia service team members, including recruitment and induction, in accordance with Age UK Croydon's policies and procedures.
- To manage the team rotas and authorise leave requests and travel or other expenses incurred by the Dementia service team members during their work in accordance with AUKC policies and procedures.
- To support the recruitment, training, supervision and retention of volunteers, recognising their key role in enabling the delivery of existing and new activities.
- To ensure both you and the team understand and comply with agreed policies and practices of Age UK Croydon, including information governance, sharing protocols, health and safety, lone working and safeguarding vulnerable adults.
- To chair team meetings and cascade relevant information and updates.

Collaboration and Promotion

- To build and maintain positive working relationships with colleagues across Age UK Croydon to support the development of the service.
- To lead on building and maintaining links with health professionals, voluntary and statutory providers, to promote the service and enable effective partnership working and maximise local resources.
- To promote the service via suitable channels (digital, print and in-person) among local referral agencies and community groups, helping people access support.
- To support clear referral pathways, information sharing and joint working to ensure coordinated support for people contacting and accessing our service and others dementia focused services across the borough.
- To represent Age UK Croydon at meetings, forums and events as required.

Person Specification

Experience and Skills	E =Essential D = Desirable
Experience working with older people, including those living with dementia and their carers.	E
Experience of line managing, supervising, and supporting staff and volunteers in a work setting.	E
Experience of coordinating or managing a similar community-based service, including day-to-day delivery and oversight.	E
Experience coordinating and facilitating both group activities and support groups.	E
Experience managing referrals, signposting, and monitoring client journeys.	E
Experience building positive working relationships or partnerships with health, voluntary, statutory or community organisations to support older people.	E
Experience contributing to service development, improvement or expansion.	E
Strong communication skills, with the ability to engage sensitively with clients, colleagues and external partners, verbally and in writing.	E
Experience of maintaining accurate service data and monitoring systems, including recording outcomes and supporting reporting requirements.	E
Confidence and experience in facilitating group sessions, with the ability to create an engaging, supportive and inclusive environment for participants.	E
Knowledge and Understanding	
Relevant professional qualification in health, social care, or related field, or equivalent experience, including group facilitation.	E
Proven understanding of dementia, including risk reduction, brain health, and current support initiatives.	E
Good understanding of carers and their needs, including the challenges of caring roles, wellbeing impacts, and the range of support services and resources available.	E

Values and Behaviours	
Self-motivated with the ability to motivate and encourage staff, volunteers and service users.	E
Ability to work collaboratively and inclusively.	E
A good understanding of equal opportunities.	E
Practical Requirements:	
A good knowledge of Microsoft Office, Excel, Outlook and databases (e.g. Charitylog).	E
Ability to travel across the borough using own car or public transport on a regular basis.	E
Flexible approach to work, including occasional evenings and weekends to cover delivery of the service.	E