

## Stories Manager



Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

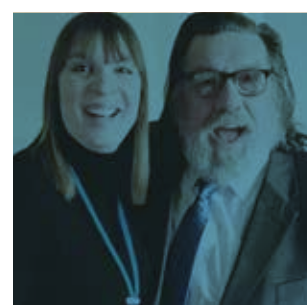
### The job, in a nutshell

Stories are at the heart of everything we do at Age UK. We work with storytellers, the older people who bravely share the challenges that come with later life and discuss how Age UK's support has benefited them, to bring our vital services to life in the most compelling way possible.

We are looking for a collaborative Stories Manager to develop and grow a compelling stories strategy that supports Age UK's work through the personal stories of older people. You'll have an incredible opportunity to work directly with the people we support while producing impactful content that helps us raise the funds we rely on.

This is a fast-paced, high-profile role: one day you might be interviewing older people who've been affected by the cost-of-living crisis; the next, attending a film shoot to support a storyteller as they assist us with a new TV advert.

If you're a born 'people person', love nothing more than a good chat, have an ear for a story and the creative nous to see how it can work across multiple channels and campaigns, this could be the perfect role for you.



“This is the most varied job I've ever had - there is never a dull day!”

**Rebecca King**  
SENIOR BRAND  
IDENTITY MANAGER

## Our values



Collaborative



Impactful



Ambitious



Inclusive

# Stories Manager



## What you'll do for us

**The successful candidate will work with colleagues across various Age UK teams, including those with their own stories functions, and with the local Age UK network:**

- Source and build relationships with new storytellers who have been helped by Age UK, to ensure they're familiar with how we'll be working with them and how their stories will be used to benefit older people across the country.
- Conduct insightful interviews with older people that remind us that no two people's stories are the same. Have conversations with storytellers that get to the heart of who they are as people, their lives, hopes and fears, the challenges age has presented them with, and the ways in which Age UK has supported them.
- Maintain contact with existing storytellers so they remain informed of how their stories are being used.
- Attend film shoots to ensure the comfort of storytellers, and that their needs are met.
- Work with other teams at Age UK (such as our Media team) who work with different types of storytellers, to coordinate efforts and share stories where appropriate.
- Ensure best practice is maintained across the charity and Age UK network with regards how we gather stories, story sign off and secure storage.
- Hold training sessions with our local partners to improve their methods of identifying storytellers and gathering stories, while sharing best practice.
- Line manage our Stories Officer, who will support you in all work with storytellers and in developing our stories strategy.
- Work with our safeguarding team to ensure the health and safety of storytellers is paramount, referring storytellers where necessary to the appropriate team or service in the event of ill health or a risk to their safety.

## Must haves:

- Experience of identifying, onboarding and stewarding storytellers.

## Location

Hybrid - with attendance at London-based events required

## People management

Yes

## Division

Brand & Communications



[ageuk.org.uk](https://ageuk.org.uk)

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

# Stories Manager



- Experience conducting major interviews.
- Excellent communication skills, both written and oral.
- Line management experience.
- Experience of working cross-team and cross-department, adapting to various working styles and adapting working style accordingly.
- Good organisational and planning skills, whether with overall projects or managing your own workload/that of the team in the face of competing requests.
- Experience using databases and maintaining accurate records of information.
- Experience inputting into, working with, and adhering to consent processes.

## Great to have:

- Training as a journalist would be helpful, not just to develop interesting stories, but to identify how these stories can be used to maximise their impact.
- Experience of working directly with vulnerable adults and of managing ethical protocols.
- Ability to understand and manage ethical issues sensitively and make appropriate judgements in the context of your work.

## Any other details:

- The role is subject to an Enhanced DBS clearance.

## Location

Hybrid - with attendance at London-based events required

## People management

Yes

## Division

Brand & Communications



[ageuk.org.uk](https://ageuk.org.uk)

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