



Age Friendly Brent Project Coordinator

Job Description

Salary: £19,200 per annum (FTE £32,000)

Hours: 21 hours per week

Contract: Two-year fixed term contract

Responsible to: Chief Executive Officer

Based at: Elders Voice, 181 Mortimer Road, NW10 5TN

Elders Voice, a charity supporting older people, are excited to be joining a consortium of organisations, that will work together on making Brent an age friendly borough. Led by the [Brent Pensioner's Forum](#), the consortium's aim is to make Brent a place where people can live healthy and active later lives; a place where the environment, activities and services enable older people to enjoy life, participate in society and be valued for their contribution.

We are looking for a coordinator to develop and implement a borough-wide action plan, that addresses the eight barriers to the wellbeing and participation of older people, as identified by the World Health Organisation (WHO) under their [Age Friendly Cities Framework](#). This action plan will help Brent fulfil its vision of becoming an age friendly borough. The post is funded by a grant from Brent Council and will report into the CEO of Elders Voice.

Overview of Role

- Develop an Age Friendly Borough strategy in association with a range of partners and draft a project plan with agreed timescales.
- Build on existing partnerships & networks within Brent and engage with stakeholders to understand the current situation and identify priorities for action.
- Collaborate with statutory, health and third sector partners to achieve age friendly status in the borough.
- Ensure older people are fully involved in the development process and all stages of implementation.
- Apply for fundraising to ensure sustainability of the project.

Main Duties and Responsibilities

- Work directly with the Operational Group to develop an action plan, ensure it remains on track and is delivered within agreed times.
- Establish Age Friendly Partnerships and working groups as required.
- Engage stakeholders across community, voluntary and statutory sectors to build commitment, through attending meetings and establishing forums for regular consultation.
- Establish means by which to engage local people, raise awareness and interest in participating in the initiative.
- Understand how the borough currently performs against the WHO Age Friendly Cities Framework, using a range of sources including existing data, surveys and focus groups.
- Develop an understanding of the needs of older people which are not being fully met and feed this information into the ongoing development plans.

- Determine system for regular monitoring and evaluation of progress and establish indicators of success by which progress will be measured.
- Identify opportunities for storytelling and work alongside Operations Manager in developing suitable content for social media and other communication platforms.
- Prepare and present briefings about the project, including progress against plans, at internal and external events.
- Produce written reports as required for internal management purposes as well as for wider external publication.
- Liaise with the Centre for Ageing Better, World Health Organisation and other UK and International Age Friendly Communities as required - to learn and share best practice.
- Maintain a 'lessons learned' document to support and guide other boroughs and communities wishing to undertake an Age Friendly assessment and programme of work.
- Identify funding opportunities and secure necessary resources to support the work of the initiative.
- Some evening and weekend work may be required.

This job description is intended to provide a general overview of the position and is not an exhaustive list of all job responsibilities. All employees are expected to work in a flexible way and if necessary, take on tasks which are not detailed in their job description within reason. Some meetings and events may be held out of normal office hours and involve travel away from the local area.

Please apply by submitting your CV and a covering letter explaining why you are suitable for the role and how your previous experience is relevant: annas@eldersvoice.org.uk. Deadline: Wednesday 4th June 2025.

Person Specification

Knowledge
An understanding of the needs of older people and the challenges they face.
Knowledge of statutory or voluntary agencies and how they relate to those over 55 years of age.
Knowledge of GDPR and its application in managing activities.
Skills and Abilities
Ability to use technology confidently and to be self-sufficient in managing own admin.
Ability to build effective working relationships with a range of people and organisations representing people of diverse cultures, backgrounds and beliefs.
Ability to develop and deliver detailed implementation plans.
Good written and oral communication skills in the English language and the ability to write clear reports for the public and professionals.

Ability to work on your own and as part of a team.
Ability to prioritise workload and work to deadlines.
Experience
Experience of coordinating or assisting on a community focused project.
Experience of planning and running events.
Experience facilitating focus groups and workshops.
Experience of gathering & collating data and writing evaluations for reporting to funders and other stakeholders.
Experience of working collaboratively with other organisations.
Experience of outreach work.
Equal Opportunities
Commitment to incorporating Equality, Diversity and Inclusion principles into all aspects of work.
Additional
Must be able to work outside of normal working hours and willing to travel around the borough.