

Age UK Shropshire Telford & Wrekin Chief Executive

Candidate Pack
September 2025



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Introduction

Thank you for considering applying to work for Age UK Shropshire Telford and Wrekin. We are a local charity who has been providing information and advice, providing services to, and advocating and campaigning for, older people in Shropshire, for 75 years this year.

Currently, the organisation has a turnover of approximately £3m pa, employing just under 200 staff and has over 450 regular volunteers. It has contact with about 24,000 members of the older population of Shropshire each year. Our service offer is very diverse, from support to remain independent and active in later life, to helping frailer older people who are no longer able to get out and about in their communities.

The organisation has a robust governance structure, overseen by an active and highly skilled Trustee Board who bring a wide range of expertise and knowledge to support the Chief Executive and Senior Management Team. The board has three sub committees, Finance & Audit, Services and Income and Communications, who operate under a scheme of delegation to oversee in more depth key elements of the organisation's activities and report these to the board.



Age UK Shropshire, Telford and Wrekin is an independent local charity, but it is also a partner in the national Age UK network of charities. It is committed to delivering the Network's Shared Strategy and contributes actively both regionally and nationally. The organisation also has its own local Strategy and Delivery Plan which reflects local circumstances and the needs of the local population.

Our main focus is on improving the lives of older people in Shropshire, Telford and Wrekin; doing this through excellent relationships with partner organisations such as Local Authorities, NHS Trusts and ICBs, other third sector organisations and commercial partners and donors. Maintaining, nurturing and developing these critical relationships will be a core part of the Chief Executives role.

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Introduction

In the last 10 – 15 years the organisation has benefitted from a stable, experienced Senior Management Team and a strong Board of Trustees. As with all business cycles, the organisation has reached a point in time where the Chief Executive has decided to retire, and therefore we are looking for new leadership. The Board of Trustees, led by Julie Kaur (a local retailer and District Councillor) are looking to recruit an experienced and resourceful Leader to take us forward into the future.

We are proud of our local roots and our reputation as a strong and trusted partner. We also have a strong commitment to making our organisation accessible to all older people, celebrating the diversity and creativity of our local older people, staff and volunteers. The successful candidate will be expected to have a strong focus on diversity and creating an inclusive culture throughout the organisation.

As a mostly rural county, we have the challenges of transport and communications that come with a remote (but beautiful) part of the world, in delivering services and reaching our communities. However, we have a 75-year track record and a current Trustee Board with an ambition to improve the lot for all older people in this community, and we are looking for the right Leader to fulfil this ambition.

The retirement of the outgoing Chief Executive after an 18 year tenure, represents an opportunity for any new Chief Executive to come into the organisation with vigour and vision, shaping their senior leadership team to best support their own management style and the changing needs of our older population.

Q Kaur.

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About us



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About us



**We're a local charity working in the community
to support older people, their families and carers.**

Let's change how we age.

Who we are

Age UK Shropshire Telford & Wrekin is an independent local charity. We've been working in the local community to help older people for over 70 years. We have just under 200 dedicated staff and over 450 volunteers helping us to deliver services and activities for older people in Shropshire and Telford & Wrekin.

See below for links to a few video clips:

- [Let's change how we age](#)
- [Majorie, Befriending case study social clip](#)
- [David, Help at home case study social clip](#)
- [Acorn Singers Music Video for 75th Anniversary](#)
- [Roy & Sandy Acorn Singers Interview](#)

What we do

- We give advice
 - Our trained advisors offer free information and advice to older people and their families.
- We offer help at home
 - We offer home support services to help with shopping, cleaning and gardening.
- We befriend
 - Our volunteer befrienders phone or visit lonely older people in the community who have no one to talk to.
- We provide activities
 - We offer a wide range of activity groups and events, such as lunch clubs and exercise classes.

Our Vision

Every older person feels valued and included.

Our Mission

To work with and for older people to help them age well.

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About us



Our vision Every older person feels valued and included

Our mission To work with and for older people to enable them to age well

Our values, we will

Tackle inequality, challenge discrimination and exclusion of older people

Enable older people to maximize their independence.

Campaign and influence where older people are treated unfairly

Offer services that are inclusive, accessible and responsive to all older people

Promote and encourage ageing well and challenge negative stereotypes of ageing

Our strategic outcomes

The impact of **isolation and loneliness** on older people is **reduced**

Older people's **independence** is maintained and **optimised**

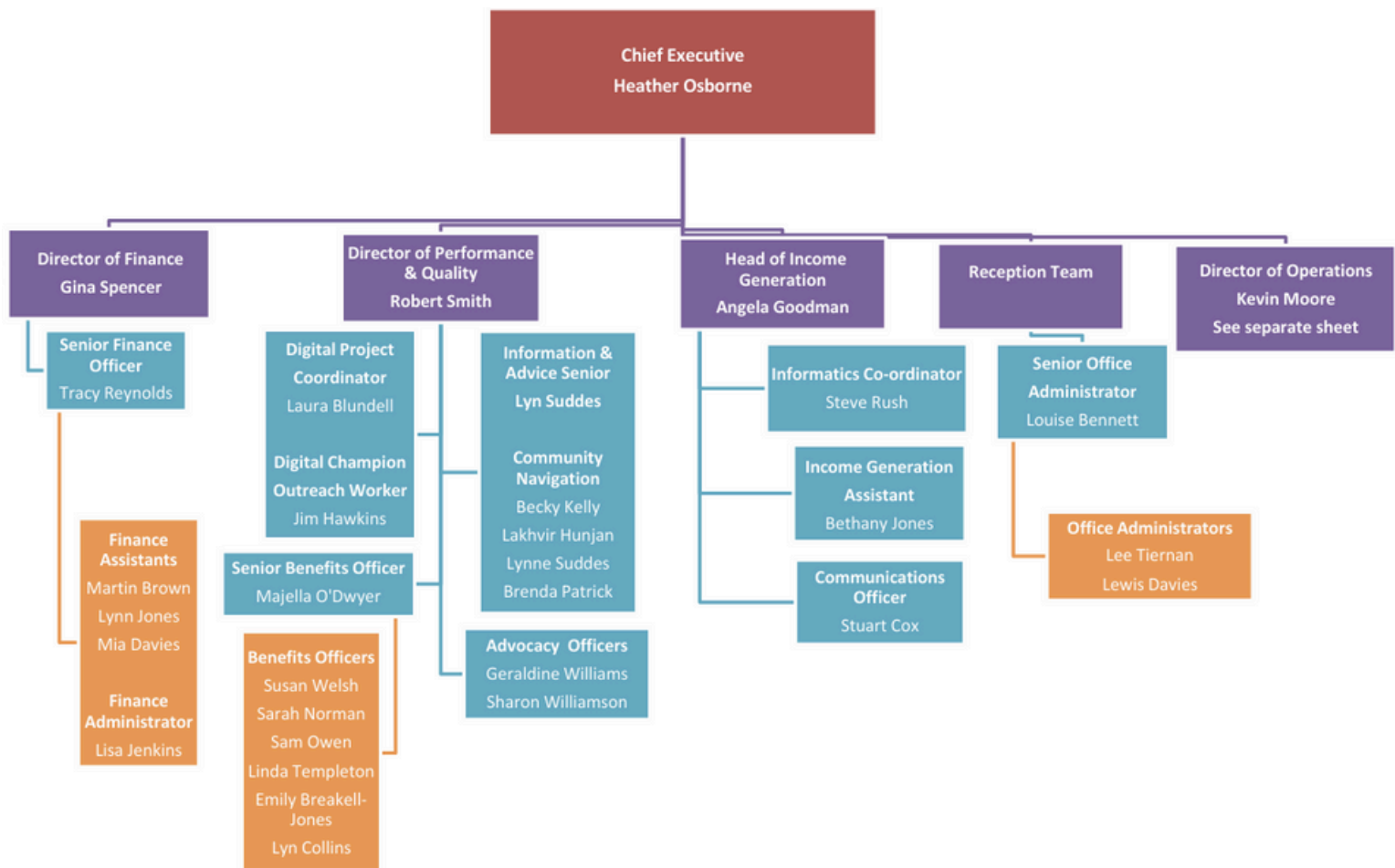
Older people are informed and can assert their rights to **access the services and support** they need

Older people's **voices are heard**

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About us

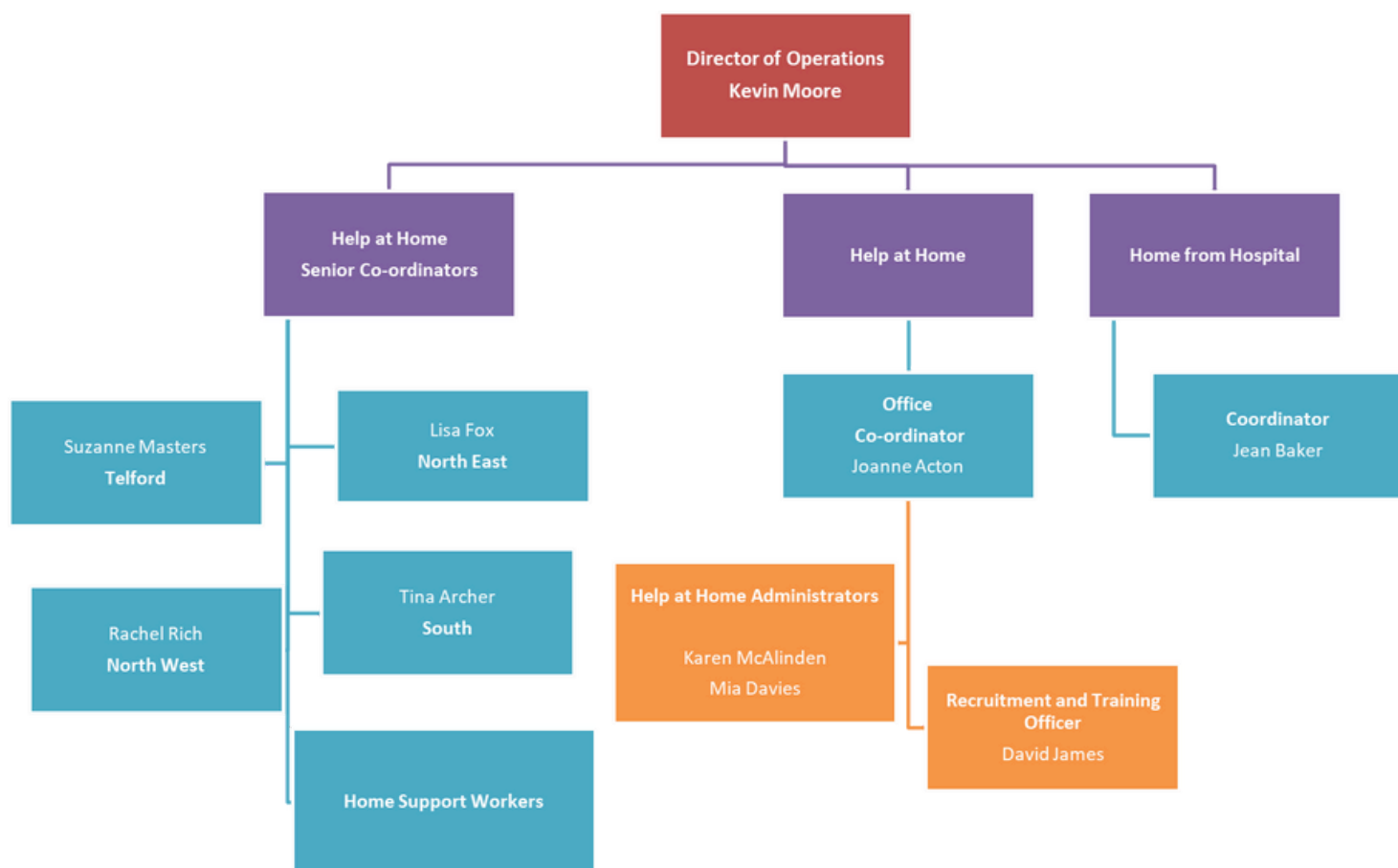
Our current structure 2025



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About us

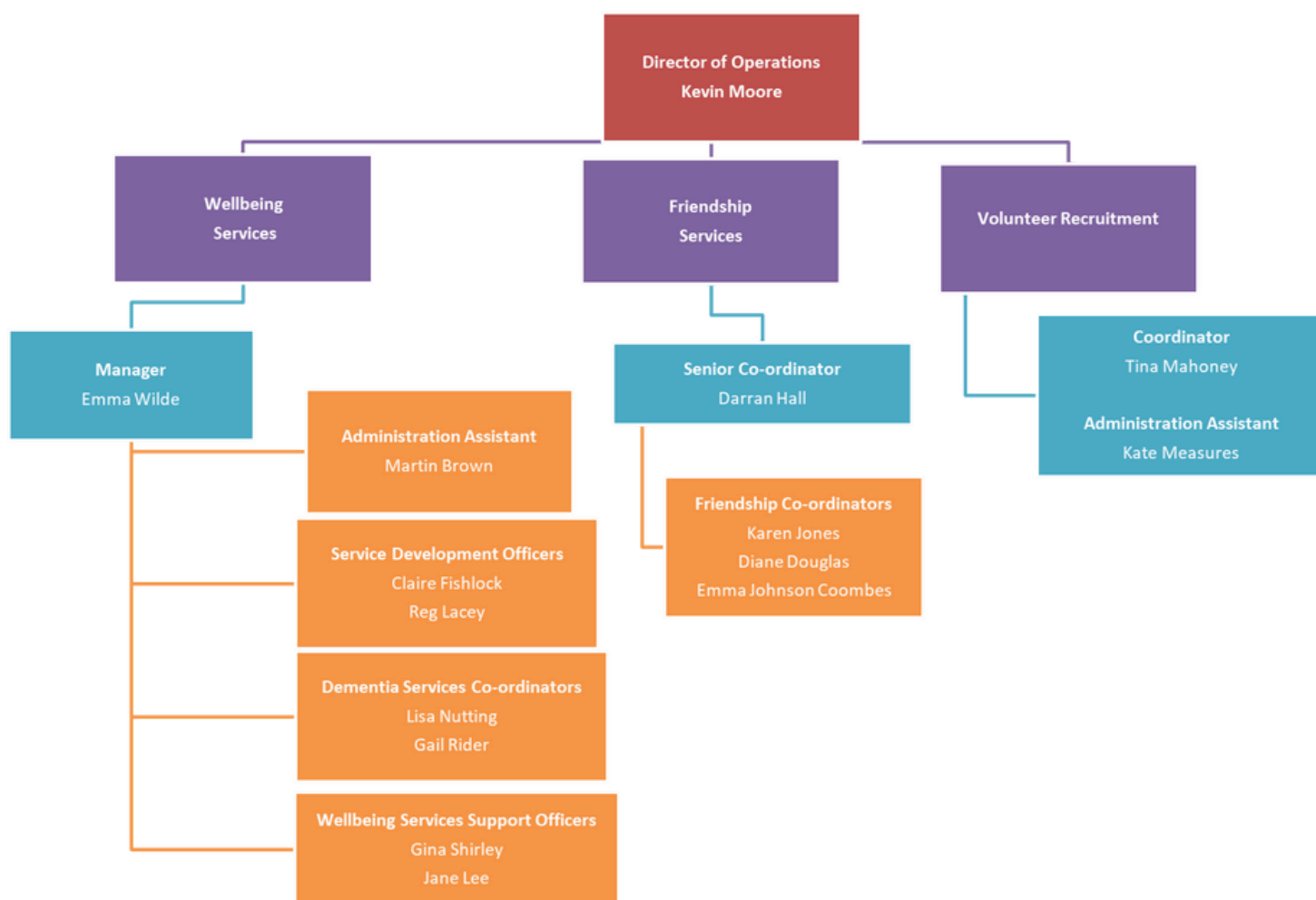
Our current structure 2025



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About us

Our current structure 2025



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About us

Our year in numbers 2024-25

22

day centres
supported



12,641

attendances
at our
wellbeing and
activity groups



117 people
supported to
become more
digitally included

486

attendances
at our dementia
support respite
sessions



61,162

hours of
support
provided by
Help at Home

2

About us

Our year in numbers 2024-25

1079

new advocacy
cases dealt with



159

Lasting Powers
of Attorney
completed



£5.3m

in additional
benefits raised
for local older
people



409 pieces
of equipment
provided by our
trusted assessor

115 people called by
our telephone buddies
every week



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Job description



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Job description



Role details

Job Title:	Chief Executive
Responsible to:	Board of trustees
Location:	Age UKSTW offices in Shrewsbury
Grade:	Band 9 £60,000 - £70,000 depending on experience
Hours:	37 per week

Background

Age UK Shropshire Telford & Wrekin is a local charity which exists to provide advice, support and guidance to older people and their carers in the county of Shropshire. Last year we helped over 24,000 older people to get the help and support that they need and we have extensive knowledge of the diverse old population of the county. This year we are celebrating our 75th anniversary of serving the communities of Shropshire, Telford & Wrekin. The organisation has a campaigning and influencing role, raising awareness of the issues local older people are experiencing, seeking to influence change with organisations across the county, and wider, to improve later life and change the way we age.

The organisation has a robust governance structure with an active Board of Trustees who bring a broad range of knowledge skills and expertise to support the organisation and the Chief Executive.

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Job description



Job purpose

- To act as the Senior Executive within the organisation providing strategic vision, leadership and management.
- To put older people at the heart of everything we do , ensuring their voices are heard and that they can influence our strategic development.
- To report to the Chair of Trustees and advise, support and inform the Trustee Board and implement agreed decisions
- To work with the Board to develop the organisation, and bring a wider local, regional and national perspective to its work.
- To work at all times in accordance with the organisations artical, principles, ethos and values.
- Advise and guide the Trustee Board and Senior Management team on all its legal obligations with regard to Charity and Company law, Employment law, Health & Safety and any other legal requirements.
- Ensure that the organisations principles and values include and encompass a strong commitment to justice, equality, diversity and inclusion at every level of the organisation.
- Provide inspirational leadership and management to the Senior Management Team and support staff and volunteers in providing excellent services for older people in the county.
- Working with the Director of Finance and the Finance & Audit committee to ensure the financial stability of the organisation through sound financial planning, risk and business management, and income generation.
- Lead on the development of strategy and work with the Senior Management Team to develop robust business and service plans to ensure financial stability.
- To have an overview of external factors which may impact on the organisation and develop plans to mitigate any risks.

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Job description



Principal duties

Strategic direction

1. Ensuring that the board of trustees is kept aware of the changing external environment and the changing needs of older people and their carers.
2. Keeping abreast of changing policy, research, publications and other initiatives both locally and nationally.
3. Identifying opportunities to provide innovative solutions for older people and their carers via a broad range of funding and income generation channels.
4. Informing and advising the Board on the formulation of strategies and policies for the organisation, and for implementing the Boards decisions.
5. Working with the Trustee Board and Senior Management team to prepare, monitor and update strategic, business and services plans and implement any changes.
6. Ensuring those working with the organisation, both locally and wider where applicable, are aware of and support the strategic direction of the strategy.

Leadership and management

1. Provide leadership, inspiration, motivation and encouragement to staff and volunteers in the organisation demonstrating the ACEVO key leadership qualities.
2. Provide support, leadership and line management to the Senior Management Team and any other directly reporting staff.
3. Positively lead on the management of change and foster innovation to ensure the organisation develops appropriately to meet future needs and challenges.
4. Demonstrate an inclusive management style, leading to consultative decision making, good communication, and sharing of good practice within the organisation.
5. Demonstrate strong commitment to justice, equality, diversity and inclusion creating an environment that attracts a diverse range of high-quality staff and volunteers.
6. Ensure that the organisation celebrates inclusion, equality and diversity in all its activities and has a culture of continuous improvement.
7. Facilitate a learning environment where all staff and volunteers can develop their skills and experience to enhance the quality and diversity of services provided for older people.
8. Ensure that the organisation has effective and accessible recruitment, development, training and review processes.
9. Ensuring that all the organisations' resources are managed effectively and are focussed on achieving the mission and objects of the organisation.

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Job description



Governance

1. To oversee and update the organisation key governance documents and reporting, ensuring that all the requirements of the Companies Act, Charities Act and all other appropriate legislation are met.
2. Advise the Board and its sub-committees of their legal responsibilities and duties including policy, HR, Safeguarding, GDPR, Equality & Diversity and all relevant legislation.
3. Arranging the completion and publication of the Trustees Annual report to comply with relevant charity and company regulations.
4. Work with the Chair of Trustees to recruit new Trustees to the board and ensure robust induction and training for Trustees/Directors as appropriate.
5. To act as the organisations lead on Data Protection ensuring that all policies and processes are up to date and comply with data protection legislation.

Financial management

1. Work with the Finance & Audit Committee and Director of Finance, in accordance with the organisations financial policy and scheme of delegation to ensure robust financial strategies for the organisation to include:
2. An effective income generation strategy and supporting policies to meet all relevant fundraising regulations.
3. Robust management of financial resources including budget setting, financial planning, reporting and monitoring for both the short and longer term.
4. Overview of management of physical resources such as premises and equipment
5. The appropriate allocation and use of reserves
6. Sound financial risk management
7. Compliance with SORP, CC8, charity and company law and all other financial and legal requirements such as HMRC.

Public relations and communication

1. To identify, represent, influence and campaign for the rights of older people and their carers in the county and to engage in national campaigns where relevant.
2. Represent and celebrate the positive contribution of older people to society and challenge ageism in all its formats.
3. Work with Senior Management Team and other key staff to identify and implement effective and appropriate internal and external communication strategies.

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Job description



Partnerships and collaboration

1. Ensure that the organisation remains an active and influential member of the Age UK network regionally and nationally.
2. Engage as appropriate in the work of the national and regional networks and work to develop the relationships with the national partner.
3. Maintain positive relationships with statutory partners locally, regionally and nationally, including identifying new opportunities to work collaboratively for the benefit of older people and their carers.
4. Maintain positive working relationships with current and potential voluntary sector partnerships and engage in relevant local networks.
5. Maintain and develop links and opportunities to work with commercial and corporate partners.
6. Ensure that all partnerships and collaborations follow due diligence procedures.

Services

1. Ensure systems are in place to support, monitor and assess current and potential services and activities to maintain the highest standards and quality.
2. Support Senior Management Team members and operational staff to identify gaps in services and where new services are needed to meet future aspirations and diverse needs of older people.
3. Support the Director of Performance & Quality to ensure that all of our services are robust, accessible and meet all necessary quality standards.
4. Work with the Senior Management team to develop new and sustainable services ensuring all due diligence is followed.
5. Ensure that quality marks appropriate to the work of the organisation are achieved and maintained.

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Job description



General duties

1. To be mindful at all times of the requirements of the Equalities Act and to ensure that the organisation is welcoming and accessible to older people from all backgrounds and communities.
2. To maintain electronic and paper records and statistics of the organisation including using the organisations management information system, Charitylog.
3. To maintain the highest standards of confidentiality and to comply with the Data Protection Act at all times.
4. To keep abreast of the appropriate legislation and policy in relation to this post.
5. To comply with and keep abreast of all Health & Safety guidance and policy relevant to this post.
6. To write/update all ISO procedures relevant to the role.
7. To undertake training and development as required to maintain the highest standards of service.
8. The postholder may from time to time be required to undertake other comparable duties not specifically mentioned in this job description.

Please note

The successful applicant will be subject to a Right to Work check and disclosure of any criminal convictions and/or cautions (as appropriate to the post) in accordance with the Rehabilitation of Offenders Act 1974 and subsequent legislation. Please refer to our Recruitment of Ex-Offenders Policy Statement.

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Job description



Conditions of Service

1. The post is graded Band 9 which currently has a salary of £60,000 - £70,000 depending on experience for 37 hours per week. An Age UK pension scheme is available and the organisation contributes 7% into this scheme.
2. The post is based at the Age UK Shropshire Telford & Wrekin office in Shrewsbury, with occasional home working. It will require occasional evening and weekend work for which time off in lieu will be granted.
3. The conditions of service (including certain provisions relating to working conditions and sickness allowance) are covered by existing collective agreements, negotiated and agreed between the relevant unions and staff as amended from time to time by Age UK Shropshire Telford & Wrekin.
4. The post is permanent following an initial six months probationary period. The post is for 37 hours weekly. Actual hours are variable to ensure the proper discharge of duties.
5. Annual holidays will be at the rate of 27 days per annum, 32 days per annum for those officers with five years' service with further increases for longer service. Bank holidays also apply.
6. The appointment is subject to six months' notice on either side.
7. The postholder will be required to provide a car for official duties for which an allowance will be paid. It is a condition of employment that the postholder remains eligible at all times to drive such a vehicle.
8. Pension Scheme: Details will be issued with any formal offer of appointment.
9. This job description is intended as a summary of the main elements of the job described and may be amended from time to time, in consultation with the post holder. It does not form part of the formal Contract of Employment.

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Person specification



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Person spec



Please ensure that you identify in your application how you meet the requirements of this person specification.

The successful postholder will need to have the skills to demonstrate the six key leadership qualities identified by ACEVO: <https://www.acevo.org.uk/skills/leadership-competencies/>

Attributes

Action catalyst

Essential

- Authentic and realistic
- Able to delegate, negotiate and prioritise.
- Show good decision making based on evidence, analysis, consultation and consensus.
- Take positive risks and make difficult decisions, able to step out of their comfort zone.
- Mind set focussed on evaluation, iterative learning and finding ways to accelerate change.

Collaborating connector

Essential

- Open, honest communicator.
- Creative and embracing change.
- Foster a learning culture, promoting coaching, mentoring and counselling.
- Transparent, networked and open to partnership opportunities.
- Use energy and enthusiasm to execute dynamic strategic goals with collaboration and teamwork.

Trusted educator

Essential

- Teaching, driving talent and growth by transparent behaviours.
- Empower colleagues to extract capabilities from their learning experiences.
- Developing talent to achieve higher success and reach goals and objectives.
- Aspire to personal growth and support others development.
- Builds connections and appreciation.

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Person spec



Inspiring influencer

Essential

- Inspire an innovative workforce.
- Have power to influence, build on insights, listen and learn.
- Take charge of challenging situations, speaking openly and honestly so goals are heard and understood.

Visionary persuader

Essential

- Values driven and priorities positive behaviours.
- Build the organisations vision and long-term goals and develop strategies to make this reality.
- Embed the vision as part of the culture and way of life so employees and volunteers can impact short and long term goals.

Self-care self-aware

Essential

- Able to reflect and be self-aware.
- Consider individuals self-care and wellbeing (including self) and develop a culture of self-care and wellbeing.
- Ignite peoples passion but don't burn them out.
- Acknowledge and enable those working under pressure to care for themselves.

Qualifications and experience

Essential

- No specific qualification required. Lived experience will be taken into consideration.
- Applicants must have a good standard of general education or demonstrate how their lived experience gives them the skills required for the post
- Must have a sound knowledge of IT and be able to use a variety of IT packages and spreadsheets.
- Must be able to use and interpret complex data to identify, needs, trends and financial issues.
- Must have a minimum of three years in a senior management position.
- Good sound HR experience and knowledge.
- Must have significant experience of budget management and planning.
- Knowledge and understanding of strategic planning.
- Experience in constructing funding bids or tenders to generation income and fund projects and activities.

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Person spec



Desirable

- Degree equivalent qualifications.
- Business planning and management experience.
- Project planning qualification, such as Prince 2 or equivalent.
- Experience of the fundraising landscape in the voluntary sector.

Skills/knowledge

Essential

- An understanding of and empathy with the needs of diverse older people.
- Excellent communication skills, particularly written skills and the ability to communicate well with older people
- An understanding of and commitment to equalities and how this impacts on older people
- Knowledge of legislation relating to health, social care and housing.
- The ability to prioritise a busy workload.
- To be computer literate and able to use IT systems.
- An understanding of the importance of confidentiality and the keeping of safe records.

Desirable

- Understanding and knowledge of the Voluntary Sector
- Knowledge of the needs and aspirations of diverse communities
- Knowledge of local services in Shropshire
- Knowledge of how to use databases and interpret complex data.
- Knowledge of the Data Protection Act.

Personal attributes

Essential

- A commitment to helping older people
- A value base which supports the principles of Age UK Shropshire Telford & Wrekin
- To be able to work as part of a team.
- To be able to communicate well with older people and also with professionals.
- To respect client confidentiality at all times.
- To be able to work calmly whilst under pressure.
- To have the vitality and energy necessary to cope with this demanding position.
- To be presentable and have a friendly, approachable manner and an enduring sense of humour.

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How to apply



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How to apply



Age UK Shropshire Telford and Wrekin is working exclusively with Charisma Charity Recruitment.

Applications should be submitted through the [Charisma website](#) and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role.

For an informal and confidential discussion about the role, please contact Sandra Smith, Associate Director, Charisma Charity Recruitment on 01962 813300 or email info@charismarecruitment.co.uk.

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, veteran status or other category protected by law.

Closing date for applications: 26 October 2025

Charisma interviews must be completed by: 30 October 2025

1st Interview date: Friday 14 November at the client's office

2nd Interview date: Monday 24 November at the client's office

charisma

CHARITY RECRUITMENT