

DEPUTY DIRECTOR FOR WORK, RETIREMENT AND TRANSITIONS

Candidate brief
May/June 2025





FORWARD FROM CAROLE EASTON, CHIEF EXECUTIVE

Thank you for your interest in joining us in our work to make ageing better a reality for everyone.

The Centre for Ageing Better was set up as a charitable foundation funded by the National Lottery. What drives our work is the belief that everyone has the right to a good life as they get older and our whole society benefits when people are able to age well. The Centre has achieved a lot during the last 10 years, shining a light on the realities of ageing and on the lives of older people. There are far too many people who face huge barriers to ageing well. They are living in bad housing, dealing with poverty and poor health and are made to feel invisible in their communities and society.

One area we know we can help make a difference is in work and the employment of older workers. We have a great track record on this space already - championing the cause of older workers, working with government, engaging with partners and older workers themselves to develop and share a better understanding of the challenges people face, and the way policy and practice can be changed to work better for those who need support. And we're working with a growing network of employers across the country to highlight and encourage age-friendly policy and practice in the workplace. But there is still lots more we can and will do to break down the barriers people face.

We're currently refreshing our strategy as we look to sustain the organisation beyond our current endowment which makes this a really exciting time to join us – helping to shape the organisation and the direction we'll take over the next few years, whilst also delivering on an ambitious programme of work to ensure those aged 50+ have equitable access to decent jobs.

We want our organisation to be reflective of our society and the communities we serve, our aim is to have a workplace where everyone feels empowered and where diversity of background and thought is celebrated. All are welcome here.

Thank you again for your interest.

ABOUT US

The Centre for Ageing Better has filled an enormous gap in the research, policy influencing and campaigning landscape, by focusing on people approaching older age (people in their 50s and 60s) and the changes in society that need to be made to ensure that everyone can live a good later life.

We're independent which means we can be bold and truly focus on the needs of the people we're here to support. We're also a 'What Works Centre,' which means the work we do, and the ask we make of others, is based on high quality evidence.

Pensioner poverty rates remain persistently high, health inequalities are wide, and the cost-of-living crisis has compounded all these challenges, with a significant impact on our older population. Our work addresses these issues, through ensuring older people have equitable access to good work and decent homes and are treated fairly and with respect by society.

We, at Ageing Better, are pioneering ways to make ageing better a reality for everyone. Our key areas of work include challenging ageism and building a nationwide Age-friendly Movement, creating Age-friendly Employment and Age-friendly Homes. We focus on people aged 50-70, those approaching later life, aiming to create lasting positive change for individuals and in society.

For more information please see this introduction to Ageing Better video - <https://www.youtube.com/watch?v=MAS3Qbdqido&feature=youtu.be>



FAIR ACCESS TO DECENT WORK



The Work Action Area team is currently 11 people, delivering a range of activities to achieve the vision: ‘fair access to decent work for all of us in our 50s, 60s and beyond’. Since 2022, the team has been pursuing two main outcomes, with streams of work sitting beneath and across them.

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| <p>Workplaces and jobs are accessible for people in their 50s and 60s</p> <p>The Age-friendly Employer Pledge is our key activity under this outcome.</p> <p>A large-scale service delivery and behaviour change programme, a team of 3.5 FTE are currently growing and managing this network of over 500 employers. In 25/26 they are undertaking major programme and service development work, including exploring options for income generation.</p> | <p>Employment support and training are effective for people in their 50s and 60s</p> <p>We have undertaken major co-design and piloting projects – in the West Midlands and in partnership with GMCA – to test new approaches to 50+ back-to-work support. The largest of these is now drawing to a close.</p> <p>The team has been working to scale and disseminate the insights from this work, and will be seeking partners and funders for further pilots.</p> | <p>Cross-cutting</p> <p>We have two further research projects underway currently:</p> <ol style="list-style-type: none">1. A qualitative project on Supporting Disabled Older Workers, steered by a group of Experts by Experience.2. A mixed-methods piece highlighting the diversity of employment and financial positions of people in their 60s – a decade of enormous diversity and change. <p>We also have an intensive and successful programme of national and local policy influencing.</p> |
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This is a diverse range of work – encompassing research, partnership work, service development and delivery and more traditional public affairs and influencing – delivered by a talented multi-disciplinary team. The Deputy Director may not be an expert in all these areas, but must be a dynamic leader with the confidence to support all of this work.

The above work reflects the 22/23 – 25/26 strategy, which is currently being refreshed and renewed. The new post-holder will have significant scope to shape the work programme and fundraising priorities for the next three years.

THE ROLE

Role Purpose:

The Deputy Director for Work (DDW) will lead the Centre for Ageing Better's 'action area' related to work, transitions and retirement, leading a multidisciplinary team to deliver impactful programmes, influencing and change.

As a member of the senior management team the DDW will actively contribute to the leadership of the organisation including shaping and influencing the organisational culture, representing the organisation externally, and supporting our fundraising and business development activity.

The DDW will also provide cross-team leadership for our internal research community helping to set and maintain standards of our research activity, and support as a professional network.

Reporting to:

Director of Strategy and Partnerships

Principal Responsibilities

1. Oversee the development and delivery of programmes and activities to fulfil strategy, ensuring that programmes have a full theory of change, a roadmap of projects and an impact measurement framework
2. Oversee budgets and ensure accurate and timely reporting of programme and financial information
3. Lead the Work action area team and line manage senior managers with a range of professional expertise including research, policy, programme and relationship management
4. Develop and maintain knowledge, expertise and understanding of the external policy and stakeholder landscape
5. Represent the work action area externally to the media, conferences and public audiences, policy makers and potential funders
6. Produce blogs and other written communications, and ensure content on website is relevant, engaging and up to date
7. Responsible for developing and approving (or seeking approval for where relevant) the (planned) policy positions in relation the work action area and agreeing messaging / positions in response to (unplanned) influencing / media opportunities
8. Oversee strategic partnerships, develop and manage high-level relationships and partnership agreements, objectives and plans, and ensure mutual visibility / accountability
9. Oversee the development and delivery of the Age-friendly Employer Pledge – working closely with and supporting the Senior Manager for Age-friendly Employment, providing strategic guidance and resource prioritisation.
10. Contribute to the leadership and management of the organisation, including working across the organisation, attending leadership team meetings, Board meetings and preparing and presenting papers to the Board as required.
11. Identify funding opportunities, develop relationships, leverage professional networks and write compelling proposals, in collaboration with the Director of Fundraising and the Work team.
12. Provide cross-team leadership for our internal research community helping to set and maintain standards of our research activity, and support as a professional network.
13. Support the Director of Strategy and Partnerships in ensuring the effective use of resources, value for money in procurement, manage budgets effectively and ensure information is provided to support effective monitoring and management of finances and activities in the team.
14. Ensure that Ageing Better's work recognises and reflects the diversity of the ageing population and the voice of lived experience is reflected through all aspects of our work
15. Undertake any other roles or responsibilities that may be reasonably required

THE ROLE

Person specification

1. Up-to-date knowledge of the work and employment sector and the labour market and ability to develop a deep expertise as it relates to people approaching later life (people aged 50+) (I/A)
2. Significant experience of developing strategy, translating into programmes of activity, and managing their successful implementation (I/A)
3. A demonstrable track record of leading policy development and using evidence to influence a wide range of stakeholders including politicians, policy makers, opinion formers, the private and voluntary sector and public services (I/A)
4. Expertise in research with an understanding and experience of developing and delivering research projects using a variety of methods (I/A)
5. Demonstrable ability to represent the team and wider organisation externally, building relationships, making the case for change to policy makers, the media and potential funders (I/A)
6. Demonstrable ability to support the organisation's fundraising and business development activity (I)
7. Demonstrable ability to oversee a developing, employer-facing, service delivery programme (I)
8. Experience of managing multi-disciplinary teams and leading an effective, high-performing team through change (I/A)
9. High intellectual capability with strong analytical skills and the ability to interpret complex information and develop clear actionable insights (I)
10. Exceptional written and verbal communication skills with the ability to tailor style and approach to suit a variety of audiences and purposes (I/A)
11. Understanding, knowledge and commitment to ED&I and an ability to embed this in the role through leadership, reflection and challenge where necessary (I)
12. Demonstrates a strong commitment to Ageing Better's vision, mission, and values (I)

WHAT WE OFFER

The salary for this role is **£71,729** for full time (37.5 hours per week) We offer a range of flexible working options including working a 9 day fortnight (all such flexible working arrangements would need to be agreed in advance). This is a London based role with an expectation of 6 days a month (pro rata) office attendance. In addition, we offer the following range of staff benefits:

| Type of Benefit | Benefit | Conditions |
|---|---|--|
| Annual Leave Entitlement | 28 days plus bank holidays (Pro rata for part time staff) | From start date |
| Pension | Employer pension contribution of 6.5% and employee pension contribution of 1.5% resulting in a minimum of 8% total pension contribution. (6/5% and 1.5% respectively) for the year commencing 1 st April 2021. Ageing Better will match a further 3.5%. The maximum employer contribution payable is 10% | After completion of successful probation period and back dated to start date |
| Life Assurance/Death in Service | Death in Service benefit. 3 times annual salary | From start date |
| Health Assured - Employee Assistance Programme | 24/7 telephone helpline, formal and online counselling, Online portal, My Healthy Advantage app, Critical Incident support and much more | From start date |
| Specsavers Eye Test Vouchers | A £25 eye test voucher is available annually | After completion of successful probation period |
| Season Ticket Loan | Interest free loan to purchase to purchase annual season ticket for journey between work and home up to a maximum of £3,000 | After completion of successful probation period |
| Cycle to Work | Cycle scheme operates as a Salary Sacrifice benefit. The Salary Sacrifice for the loan of the bike is taken from the gross salary (before tax) which means that staff will pay less Income Tax and National Insurance. Maximum of £3,000 | After completion of successful probation period |
| Enhanced Family Friendly Payments | Enhanced Maternity Leave: 10 weeks at 100%, 10 weeks at 50%, remaining 19 weeks at SMP Enhanced Shared Paternal Leave: 8 weeks at 100%, 10 weeks at 50%, remaining 17 weeks at SMP Enhanced Paternity: 2 weeks at 100% | Available after once staff have completed one year's continuous service |
| Member of Carers UK | Free access to advice, support, factsheets and much much more | From start date |
| Compassionate Leave | 5 days paid leave (Pro rata for part time employees) | From start date |
| Charity Volunteering Leave | 2 days paid leave | After completion of successful probation period |
| Paid Carers Leave | 10 days paid leave (Pro rata for part time employees) | After completion of successful probation period |

RECRUITMENT PROCESS

Apply online at
[Centre for Ageing Better -
Vacancies](#)

Application deadline

[Centre for Ageing Better -](#)

Midday, 16th June 2025

Interviews

w/c 23rd June 2025

The Centre for Ageing Better does not have a UK visa sponsor license and, as such, all applicants should ensure they have the right to work in the UK.

