

## JOB DESCRIPTION

<b>Job Title:</b>	Age Friendly Arts Activator
<b>Grade:</b>	Grade 2 (scale points 3 - 5) Pro rata + Casual car user allowance
<b>Responsible to:</b>	Principal Arts Development Officer
<b>Location:</b>	SCL Head Office And outreach in Weaste and Seedley, Broughton and Langworthy
<b>Responsible for:</b>	Volunteer supervision
<b>Hours of Duty:</b>	18 hours per week worked over 7 days. (Wherever possible, a 5 day week will be worked). Actual hours will be determined by business activity but will include regular evenings and weekends, for which no enhancements will be paid.

### **Purpose and Objectives of Post:**

To increase participation in SCL's age friendly arts and culture offer. To actively engage older people 50yrs+ in Weaste and Seedley, Broughton and Langworthy.

### **Key Areas:**

1. Customer Care/Service Delivery
2. Service Development and Planning
3. Marketing, Promotion & Administration
4. Mentoring and Supervision
5. Miscellaneous

### **Main Duties and Responsibilities:**

1. Customer Care / Service Delivery
2. Deliver briefing session/group discussions about SCL's age friendly arts and culture offer.
3. Engage with older people on an informal basis to determine their experience and expectations of SCL's age friendly arts and culture offer. Provide communication and advice to older people to enhance their experience. Identify any barriers encountered feeding back to the Principal Arts Development Officer and project steering group.

4. Assist in the development and provision of an age friendly arts and culture offer. Support associated campaigns, courses and activities aimed at reducing social isolation, intergenerational and community engagement and increase participation in age friendly arts and culture activities.
5. Ensure safe and suitable equipment is available for programmed delivery.
6. Regular liaison with partners to ensure that offers and activities are designed to meet the needs of older people 50yrs+ in Weaste and Seedley, Broughton and Langworthy and Age Friendly Salford objectives.
7. Maintain an awareness of local and national age friendly arts and culture initiatives
8. Actively deliver inclusive, intergenerational age friendly arts and culture offers, engaging older people in leadership and creative roles, in line with the project plan and Age Friendly Salford objectives.

#### **Service Development and Planning:**

1. Contribute to Service Development by identifying strengths and challenges within the programme of activities.
2. Help to ensure an efficient and cost effective delivery of age friendly arts and culture.
3. Have an awareness of Salford Community Leisure's (SCL) Strategic Performance Plan and the contribution expected of Age Friendly Arts and Culture Activators.
4. Contribute to the strategic development of SCL's age friendly arts and culture through attendance at formal planning meetings and through day to day liaison with the Principal Arts Development Officer and colleagues in SCL, and other partners e.g., Ambition for Ageing Salford, Salford Age UK, Inspiring Communities Together and Salford CVS.
5. Assist in planning and preparation for programme delivery.

#### **Marketing and Promotion:**

1. Assist in the marketing and promotion of SCL age friendly arts and culture offers through active delivery of outreach work and the production of marketing material and displays.
2. To ensure that all staff have an awareness of the full range of Salford Community Leisure's age friendly arts and culture initiatives and projects.
3. Monitor, evaluate and review age friendly arts and culture activities as specified by the Principal Arts Development Officer.
4. Assist management with processes and systems to support customer service.

5. Have awareness of local data regarding older people and in relation to the local catchment areas.
6. Assist with any other associated administration required.

#### **GENERIC RESPONSIBILITIES:**

1. Ensure that all customers receive the highest levels of customer care by contributing to a customer experience which is second to none.
2. Behave in a manner which displays our values of Honesty, Open, Caring and Socially Responsible at all times to our customers, colleagues and partners.
3. Undertake such other duties and responsibilities of an equivalent nature, as may be determined by the post holder's supervisor from time to time, in consultation with the post holder.

#### **Review Arrangements**

The details contained in this Job Description reflect the content of the job at the date it was prepared. It should be remembered, however, that it is inevitable that over time, the nature of individual jobs will change, existing duties may no longer be required and other duties may be gained without changing the general nature of the duties or the level of responsibility entailed. Consequently, SCL will expect to revise this Job Description from time to time and will consult with the postholder at the appropriate time.

#### **Date, Job, & Description Prepared/Revised:**

**Prepared by: Andrea Bushell March 2019**

**Agreed by Post holder:**

**PERSON SPECIFICATION – AGE FRIENDLY ARTS ACTIVATOR**  
**SCL GRADE 2, SCALES POINTS 3-5**

The Person Specification is an important part of the recruitment process. It should be read carefully as it will form the basis of shortlisting and ultimately, appointing the successful applicant. You must demonstrate therefore how you meet each of the following criteria in your application.

<b><u>Criteria</u></b>	<b><u>Essential</u></b>	<b><u>Desirable</u></b>	<b><u>To be measured by</u></b>
<b>Qualifications</b>		Arts or culture related further education qualification or above	A, I
<b>Skills</b>	Ability to lead and motivate older people Basic Administration & IT skills  Setting up and organising age friendly arts and culture projects  Ability to communicate effectively with the older people, members of the public, colleagues, senior managers and trustees		A , I A , I A , I A , I
<b>Experience</b>	Experience of networking and partnership work  Recent experience of supervising / mentoring staff / volunteers  Recent experience of leading and supervising groups in a variety of age friendly arts and culture activities  Experience of planning / delivery project work.		A , I  A , I  A , I A , I

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>	<b>To be measured by</b>
<b>Knowledge</b>	Awareness of the importance of Health & Safety requirements		I
	Awareness of the Equal Opportunities Policies		I
<b>Behaviours</b>	Professional		A , I
	Respectful		A , I
	Knowledgeable		A , I
	Passionate		A , I
	Solutions Driven		A , I
<b>Any Additional Factors</b>	Willingness to work unsociable hours, including evenings and weekends		A , I
	Willingness to travel and work across different areas of Salford if required		A , I
	Access to your own transport. Casual car user allowance will be paid.		A , I
	Willingness to train and up skill to deliver an age friendly arts and culture offer if required.		A , I
	Willingness to undertake an enhanced DBS Disclosure Check		A , I

**Method of assessment (\* M.O.A.)**

**A** = Application form, **C** = Certificate, **E** = Exercise, **I** = Interview, **P** = Presentation, **T** = Test