

JOB SPECIFICATION

(Post Ref: 132)

Job Title:	West Yorkshire Carer Breaks Project Co-ordinator
Line Manager:	West Yorkshire Carer Breaks Project Manager
Salary Scale:	SCP20 £31,586 to SCP21 £32,115
Status:	Temporary contract (2 years)
Location:	Hybrid (office base is Carers Leeds office in Leeds)
Hours:	35 hours (but reduced hours/flexible working considered)

Purpose of the job:

The West Yorkshire Carer Breaks project is a new initiative (based on an existing model called [Respality](#) in Scotland). The aim of the project is to source free, high-quality carer breaks from hospitality, tourism, culture and leisure businesses across the region. These breaks will be uploaded to a digital platform, where local carers organisations and other delivery partners will be able to download them and match them to unpaid carers.

This role will work with the West Yorkshire Carer Breaks Manager to help plan, set up and deliver this project, providing admin, marketing and communications support. They will act as the main contact for local carers organisations and delivery partners.

Main responsibilities and duties:

Brand, digital platform, marketing and communications

- Support the West Yorkshire Carer Breaks Manager (in partnership with sub-contractors Let's Dance Agency) to design and develop a brand for the initiative, including a name
- Support the creation of a digital platform (which will be built by Let's Dance)
- Maintain and regularly update the digital platform with carer break opportunities and other relevant information
- Collaborate with the West Yorkshire Carer Breaks Manager to develop a marketing and communication plan to promote the project to key stakeholders (businesses, local carer organisations and delivery partners and unpaid carers)
- Source and create engaging marketing and communication content about the project for key stakeholders and relevant media outlets

Engagement with hospitality, tourism, culture and leisure businesses

- Collaborate with the West Yorkshire Carer Breaks Manager to source and manage carer break donations from hospitality, tourism, culture and leisure businesses across West Yorkshire
- Build and sustain positive ongoing relationships with businesses across West Yorkshire to promote the project and create a wide network of donors

Supporting local carers organisations and delivery partners

- Act as the main point of contact for local carers organisations and delivery partners
- Ensure that local carers organisations and delivery partners have what they need to participate fully in the West Yorkshire Carer Breaks project, including communications and practical assistance

Monitoring, evaluation and reporting

- Collect routine monitoring and evaluation data for the West Yorkshire Carer Breaks project, including feedback from carers who have accessed carer breaks

- Produce quarterly monitoring and evaluation reports for the West Yorkshire Carer Breaks Manager

Core Values & Behaviours:

At Carers Leeds we are one team, working together to benefit carers. We have a shared set of values and behaviours which guide everything we do. **Values** are the things we believe are important at Carers Leeds. **Behaviours** are what we expect team members, trustees and volunteers to do, to enact our values. These values and behaviours apply to how staff, trustees and volunteers interact with each other and the way we work with carers and external partners.

Our values and behaviours are continually reinforced from induction through one to ones and team meetings.

- **Integrity** – we are honest, fair and speak up
- **Accountability** – we do what we say we will and take responsibility for our actions
- **Inclusion** – we value differences and take action to reduce exclusion
- **Respect** - we value and listen to each other
- **Excellence** - we continually improve through listening, learning and innovation
- **Kindness** - we are friendly, caring, and considerate
- **Empowerment** - we support, trust, and promote empowerment to make a difference

Respect for service user Confidentiality

The jobholder should always respect service user confidentiality and not divulge information unless sanctioned by the requirements of the role

<<This post is subject to a satisfactory DBS check>>

Person Specification

Applicants for this role should use their application form to show that they meet all of the essential criteria outlined in the person specification for the position. If they fail to demonstrate this, or are unable to meet the criteria, it is unlikely they will be shortlisted for an interview for this post.

	Knowledge and Understanding	Essential/ Desirable	How identified Application / Interview
1	Understanding of two or more of the following sectors: private, statutory and voluntary	E	A
2	Understanding of issues related to unpaid caring	E	A/I
3	Knowledge or interest in marketing and communications	E	A/I
4	Knowledge and understanding of the hospitality, tourism, culture or leisure sectors	D	A
	Skills and Competency		
5	Strong administrative and IT skills	E	A/I
6	Experience of supporting monitoring and evaluation projects	E	A/I
7	Excellent verbal and written communication skills	E	A/I
8	Digital marketing and communications skills	D	A/I

9	Experience of working across different external stakeholder groups	E	A/I
Behaviour and Personal Attributes			
10	Can demonstrate the behaviours which align to the values of Carers Leeds	E	A/I
11	Strong interpersonal skills, good at building relationships with others	E	A/I
12	Attention to detail and accuracy	E	A

If you have any questions regarding the role then please contact Claire Turner (Recruiting Manager)