

**Carers  
First**



**Candidate Pack**  
**Service Manager (Croydon)**

## Welcome

### **Thank you for your interest in working for Carers First as our next Service Manager working in Croydon.**

This is an exciting, rewarding Service Manager role working within the Croydon locality, and your responsibilities would include: -

- To provide strategic leadership in the development and delivery of an innovative, high-quality service for carers across Croydon.
- Work collaboratively with carers and colleagues, the role will drive continuous learning, service improvements, and strong partnership engagement to ensure that carers receive meaningful and responsive support.

You will be joining a charity that has a new ambitious three-year strategy to grow our reach, support and impact for carers, working in collaboration and partnership with a range of statutory, voluntary and commercial organisations.

To be successful in this role you will need:

- To be a dedicated and experienced leader with a passion for making a tangible difference in the lives of carers. With a proven ability to manage and inspire teams, you thrive in a dynamic environment where innovation and collaboration are key.
- Strong communication skills enable you to build strategic partnerships and work effectively with stakeholders to drive positive change.
- Commitment to continuous learning and service excellence, you ensure that carers receive the support they need to lead fulfilling lives.

If you have the passion and drive to make a difference and you have the experience and skills we are looking for, we are keen to meet you - and welcome you to our dedicated and talented team.

Warmest wishes

Alison Taylor  
Chief Executive





## About us

We understand that life as a carer can be challenging. Getting the support and help you need shouldn't be.

Any of our lives could be turned upside down due to the ill-health, frailty or disability of a family member or friend. In fact, two in three of us can expect to become a carer in our lifetime.

There are currently 5.7 million unpaid carers in the UK, however carer charities estimate that number could be as high as 10.6 million. Their huge contribution saves our economy £184 billion each year - the cost of a second NHS. Each carer's needs and situation are unique, but many face similar challenges. They can struggle to balance employment, finances, or their own wellbeing and time for themselves with their caring role. They may not be aware of the help and support available to them - and that is why we are here.

Carers First works directly with, and for carers, providing personalised information and tailored support in the way that suits them: online, on the phone, or face to face in their local community. With the help of our supporters and volunteers, we can continue to be there for carers, helping them find balance, and to live their lives to the fullest - today, and for years to come.



## Our values

We are:

### **Positive**

We are dedicated to working with carers to make a positive, material difference in their lives. We celebrate diversity and work in an inclusive, positive and supportive way, actively listening and valuing everyone's contribution.

### **Collaborative**

We recognise the importance and strength of working in collaboration with local and national organisations to deliver improved support to carers. We also know the importance of collaborating with our Carers First colleagues, sharing knowledge and learning, being curious, respecting differences and working with integrity and transparency.

### **Ambitious**

We are ambitious and tenacious in our determination to support more carers in better ways. We will innovate and develop our programmes of support, so more carers are able to obtain the support they need, at the time they need it, to achieve a balance in their lives and enable them to live their lives to the fullest.

## Diversity and Inclusion

We are proud to be a diverse and inclusive workplace.

Carers First is committed to promoting equal opportunities in employment. Employees and any job applicants will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation (Protected Characteristics).

Carers First has an absolute commitment to equality and diversity which is about:

- Recognising and valuing difference.
- Recognising and seeking to redress inequality and disadvantage.

Our commitment is firmly founded on our belief that:

- To offer services that are personal, committed and creative we need a diverse staff team who can respond to our carers as individuals.
- To attract, keep and motivate the most talented staff, we need to:
  - Reach out to all sections of the community.
  - Provide a working environment in which everyone feels valued, respected and able to contribute.

The charity recognises that true diversity in service delivery provision and within the staff group also involves a willingness to act, where necessary, at combating the effects of existing barriers to fair and equal treatment.

## Our strategy 2024-2027

Our three-year strategy will enable us to grow our work to reach and support significantly more carers, deliver innovative programmes of support in coproduction with carers and forge new collaborations to scale our reach, support and impact for carers.



## Strategic Objectives

Over the next three years Carers First will:

1. Reach and engage more carers early in their caring role
2. Develop new innovative models of collaboration, delivery and programmes with the potential to scale our reach and impact
3. Achieve the highest quality of support possible, so we can maximise the difference made to carers lives
4. Champion talent and diversity
5. Grow and diversify our income to enable us to achieve more for carers.

Our support and services are designed with carers, ensuring the support we offer is inclusive and accessible to all carers in different communities.

By joining Carers First, you will play a vital part in helping us achieve this. You can help us achieve something amazing.

## How we work

We support young carers, young adult carers and adult carers throughout England with our comprehensive online offer including information, advice and guidance, tools, resources and training, as well as through our vibrant online peer support communities.

We also deliver locally commissioned services in Lincolnshire, Essex, Medway, Southend and in four London Boroughs.



We offer a range of support options for carers to access in ways that work best for them:

- **Face-to-Face Support:** Available both one-to-one and in group settings, providing personalised and community-based assistance.
- **Online Support:** Accessible resources and virtual sessions to ensure carers can connect with us anytime, anywhere.
- **Dedicated Helpline:** A trusted source of advice, guidance, and a listening ear for carers navigating their journey.
- **Extensive Online Resources:** Comprehensive and easy-to-use tools, guides, and information to empower carers with knowledge and confidence.
- **Collaborative Partnerships:** Working with organisations and communities to provide a seamless network of support tailored to carers' needs.

## Our impact and reach

Carers First Impact Framework sets out our Theory of Change and the measures and tools we use to understand the outputs, outcomes and impact of the support we provide.

Last year, we reached over 330,000 people to provide information about caring and 51,000 carers are registered with us to receive information and support.

### In numbers

- 96% of carers felt more resilient in their caring role after our support.
- 95% of carers felt listened to and that their own needs were taken into account through our interventions.
- 93% of carers felt more confident and informed in their caring role after our support.





## Join our team

When you join Carers First, you join a vibrant, inclusive, and supportive team who all have a shared interest in supporting unpaid carers to continue living their lives to the fullest, across the country.

In a community dedicated to caring, we believe that our employees and volunteers really do make a difference, therefore, we emphasise the importance of learning and development, as well as actively encouraging them to develop their skills with our fantastic learning and development programme. This means that all of our team become the best that they can be, whilst helping others do the same.

## The role

<b>Job Title:</b>	<b>Service Manager (Croydon)</b>
<b>Salary range:</b>	<b>£33,330-£38,500 per annum</b>
<b>Contract:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>37 Hours per week</b>
<b>Location:</b>	<b>Hybrid working - Croydon</b>

## Job Description

**Job title:** Service Manager

**Reports to:** Head of Services London and South-East

**Purpose of the role:** The Service Manager will provide strategic leadership in the development and delivery of an innovative, high-quality service for carers across Croydon. Working collaboratively with carers and colleagues, the role will drive continuous learning, service improvements, and strong partnership engagement to ensure that carers receive meaningful and responsive support

## Job Overview

### The Service Manager will

1. Lead and manage the delivery of an innovative, high-quality service for carers, fostering a culture of continuous improvement through collaboration, co-production, and the development of new initiatives.
2. Establish and maintain strong relationships with key stakeholders, including commissioners, partner organisations, and funders, to enhance service provision and advocate effectively for carers.
3. Ensure service performance meets contractual, financial, and safeguarding requirements while contributing to the organisation's strategic direction and driving positive change.

### Responsibilities and Duties

#### 1. Leadership & Service Delivery

- Provide strategic leadership in the design and delivery of innovative services that meet the needs of carers across Croydon.
- Foster a culture of continuous learning by developing and empowering the team through effective management, support, and professional development.
- Work in partnership with carers, embedding coproduction principles to shape services that are meaningful and impactful.
- Identify service gaps and develop initiatives to enhance provision, securing additional funding where appropriate.
- Promote inclusivity, ensuring services are accessible and culturally responsive to the diverse needs of carers.
- Regularly assess service impact through structured monitoring and evaluation, ensuring key performance indicators (KPIs) and contractual targets are met or exceeded.
- Oversee budget planning and expenditure, ensuring financial sustainability and compliance with Carers First's financial policies.
- Champion a culture of safeguarding, ensuring adherence to Carers First's safeguarding policies and national guidance, while proactively participating in the Carers First Safeguarding Board.

#### 2. Stakeholder Engagement & Partnership Development

- Develop and maintain strong partnerships with commissioners, funders, and key stakeholders to enhance support for carers.
- Build a network of collaborative relationships with local organisations, identifying opportunities for joint initiatives that improve outcomes for carers.
- Represent Carers First professionally and with integrity, raising the organisation's profile within the sector and community.
- Stay informed about policy developments in social care and health, ensuring services remain relevant and responsive to emerging needs.



- Ensure all external communications with carers, partners, and stakeholders align with Carers First's brand, values, and ethos.

### **3. Organisational Contribution & Collaboration**

- Work closely with the Head of Services to ensure a consistent service offer across Carers First.
- Collaborate with fellow Service Managers, sharing best practice and insights to drive service improvement.
- Contribute to shaping and delivering the organisation's strategic vision by developing and implementing transformational service delivery plans.

These are the normal duties that are required for this position. However, it is necessary for all employees to be flexible and they may be required, from time to time, to perform other duties as may be required for the efficient running of the charity. This Job Description is non-contractual, it will be subject to reviews and may change.

The postholder will take responsibility to integrate safeguarding into all aspects of their work, complying with organisational policies and frameworks.

The postholder will be expected to ensure that their work complies with contractual terms and conditions, the charity's policies and procedures and key legislation, including the General Data Protection Regulation (GDPR) and charity law.

## Person Specification

### Education & Qualifications

- Degree in a relevant field or a minimum of two years' equivalent experience in a leadership role within social care, health, or a related sector.
- Level 3 Safeguarding training (desirable).

### Skills and Experience

#### Leadership & Management

- Proven experience in leading and managing remote teams, fostering a highperformance culture, and developing staff to reach their full potential.
- Track record in successfully leading organisational change, identifying and implementing innovative service improvements, and delivering measurable impact.
- In-depth experience and working knowledge of leading on safeguarding across an organisation.
- Experience in contract management, with a demonstrable ability to achieve or exceed contractual requirements.

#### Communication & Stakeholder Engagement

- Proven ability to develop strategic partnerships and foster effective inter-agency collaboration to improve outcomes for carers.
- Experience in working collaboratively with carers to co-design services that are meaningful and impactful.
- Strong written and verbal communication skills, including the ability to write reports, deliver presentations, and engage effectively with stakeholders.
- Ability to build positive and constructive working relationships with colleagues at all levels across the organisation.

### Personal Qualities

- Ability to demonstrate understanding of and an **ambitious** commitment to the goals and values of the charity.
- Demonstrate a **positive** level of professional credibility, integrity, and emotional resilience.
- Self-motivated, **collaborative**, and able to work flexibly, whilst maintaining good work/life balance.

## Rewarding our employees

We provide a reward package for our employees upon joining Carers First.

Our reward package includes:

- 26 days Annual Leave which increases with continuous service + Bank Holidays.
- 1 days Birthday Leave
- Benenden Private Healthcare Membership (following successful probationary period)
- Pension
- Death in Service Benefit
- Employee Assistance Programme
- Carer Passports
- High Street Discount Platform
- Flexible Working Options

## How to apply

To apply for a role with Carers First, please complete in full our online application form via our website: <https://www.carersfirst.org.uk/about-us/working-for-us/>

Appointments are subject to Carers First receiving an appropriate disclosure from the Disclosure and Barring Service that we consider acceptable.

We encourage and welcome applications regardless of gender, ethnicity, religion, disability, sexual orientation or age.

If you would like to discuss this role confidentially, please contact us at, [recruitment@carersfirst.org.uk](mailto:recruitment@carersfirst.org.uk), and we will be happy to organise one of the Team to contact you.

## Interview process

- All successfully shortlisted candidates will be invited to an in-person interview which will also include a 15-minute presentation.

**Closing date:** Sunday, 15 February 2026 at 23:59 hours

**Interview date:** Tuesday, 24 February 2026



### Tips on completing your application

- Read the Job Description and Person Specification carefully.
- Be sure to include your employment history, details of relevant duties to the role you are applying for and any transferable skills you may have.
- Include any other work or volunteering experience you have which you feel is relevant.
- Read the Skills and Experience required for the role in the Person Specification and demonstrate clearly in your application evidence of how you meet each of these.



# Office:

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