

Welcome to the Pioneering Care Partnership (PCP)



Welcome from PCP's Chief Executive

Firstly, let me thank you for your interest in the Pioneering Care Partnership and for considering a career with us.

PCP is a well-respected award-winning health and wellbeing charity with a history spanning over 25 years. Working across the North East of England we deliver a vast array of projects and services, and therefore have a range of opportunities for people to join the organisation. From administration to management, and project officers to research and development, we're always seeking the very best people to support what we do.

People are at the heart of everything PCP does; we exist to support people and communities to thrive and develop. Our mission is **'Health, Wellbeing and Learning for All'** – and we want the same for our dedicated staff team. As you read through this recruitment pack, I hope you begin to get a flavour of the way in which we help people and what it might be like to work as part of the organisation. I always think the best people to describe what it is like to work here are the current staff team, so here are a few quotes:

- “The best thing about working for PCP is the support staff get and the culture of everyone looks out for each other and supports each other.”
- “I like the flexibility and autonomy that I have in my role – being able to adapt what I do to suit the needs of the people I support.”
- “For me, the best thing about working at PCP is the genuine care towards staff wellbeing. From wellbeing time to staff activities, training and flexible working, not only does PCP encourage wellbeing it actually delivers.”
- “I love the fact that I am appreciated for doing my job well and feel that I am making a difference to other people's lives.”
- “I can honestly say I have never worked for an organisation where the senior leadership team are so visible and approachable.”

I encourage you to spend a bit of time looking at our website to see the range of programmes and activities we deliver. As a charity, we are governed by a voluntary board of trustees and we have a skilled and experienced management team tasked with supporting the overall governance and leadership of the organisation. If you want to learn a little more about us short biographies are available on our website.

Good luck with your application.

Best wishes

Carol Gaskarth



Background



PCP was established in 1998 after a group of local people saw a need to bring health and care services together under one roof. They recognised those accessing services were required to travel across County Durham and service delivery was not joined up. A steering group formed and shortly afterwards charity status was granted.

Through their tenancy and skills, and in conjunction with partners at the local authority and in health, land in Newton Aycliffe was identified and funding secured. The vision of the Pioneering Care Centre became a reality in 1999 with a turf cutting ceremony. Later that year the charity took over management, the first tenants moved in, and we started our first project, 'Options' supporting adults with learning and physical disabilities to improve their independence.

In 2002 PCP began its journey to take services into communities and the outreach delivery quickly grew. Over the years numerous successful projects have been delivered in partnership including Passport to Health, the Expert Patient Programme, Older People Roadshows, Steps to Health, Positive Steps and Health Trainer services. Many of these projects were the catalyst for the current projects we deliver including Adult Wellbeing Services and Community Connect. In addition to outreach development the Centre continued to thrive, and we were running out of space. In 2010 an extension was built which increased the footprint of the building by over a third.

The focus remained on County Durham until around 2012 when PCP successfully tendered to oversee a number of local Healthwatch contracts across the North East. To this date we continue to support Healthwatch in Sunderland, Middlesbrough, Redcar and Cleveland and Stockton-on-Tees. PCP has also grown the range of projects and services and now also delivers workplace health, cancer awareness, befriending and resilience building projects.

PCP is 'Pioneering' - we don't stand still, and continue to work successfully with people across the North East towards our mission and aim.



Missions, Aims and Objectives



PCP Mission, or charitable objective is: **Health, Wellbeing and Learning for All**

To achieve this mission there are a number of overarching aims and outcomes we work towards.

PCP Aims to improve health and wellbeing through the development and provision of:

- Services that build capacity with individuals and communities to improve their own health and have greater choice and control;
- Projects/services that tackle health inequalities; and
- Providing locally accessible services in community settings;

The long-term **Outcomes** the PCP seeks are:

- To promote independence, choice & control
- To improve lifestyle
- To increase knowledge & skills
- To improve physical health
- To improve confidence, self-esteem & well-being
- To improve economic well-being
- To build community capacity
- To improve access to services for disadvantaged communities & groups
- To promote social inclusion

Every project or service that PCP delivers contributes to the above.

To find out more about the projects or services PCP delivers and our impacts you can:

- Visit our website www.pcp.uk.net



Core Values



Making a Difference:

Our purpose is to help people and communities. By making a tangible social impact and striving for continuous improvement by learning from best practice;



Friendly:

Being pleasant, kind and approachable at all times; ensuring others feel comfortable and welcome;



Positive:

Taking a positive or optimistic attitude, seeing strengths and opportunities whilst challenging negative perspectives;



Supportive:

Providing encouragement and practical assistance to solve problems or overcome obstacles; and



Team:

Engaging with people in open, mutually-beneficial ways, being inspiring and uplifting when working with others.



Marketing & Communications Assistant 37 hours per week

Starting Salary £24,468 per annum

Salary Scale £24,468 - £24,710 per annum

Are you passionate about making a difference through powerful storytelling and engaging content? We're looking for a creative and motivated Marketing and Communications Assistant to support our Adult Wellbeing Services.

Working closely with our Marketing and Communications Officer, you'll help develop and deliver impactful marketing and communication activities that promote our vital services in County Durham. You'll play a key role in writing and proofreading copy, creating engaging content for both online and offline platforms, and ensuring our messaging is consistent and clear.

This is a fantastic opportunity to join a supportive team in a purpose-driven organisation, where your work will directly contribute to improving people's health and wellbeing in our community.

Key responsibilities:

- Support the delivery of marketing and communication plans for Adult Wellbeing Services.
- Utilise a variety of software (such as Canva, Adobe and Affinity) to create engaging content – with a commitment to developing skills in new technologies.
- Assist in managing social media production and website updates.
- Help create engaging campaigns to raise awareness and increase service reach.

About you:

- Excellent written and proofreading skills.
- Creative flair with an eye for crafting engaging content.
- Strong organisational and time management skills.
- A genuine interest in charity work and wellbeing.

To book an informal discussion with Jenny Lee, Marketing and Communications Manager, please email jenny.lee@pcp.uk.net

Closing date for applications is: Sunday 11th May 2025 at midnight.

Job Description



Marketing and Communications Assistant

Responsible to:	Marketing and Communications Officer
Accountable to:	PCP Chief Executive & Board of Trustees
Located:	Hybrid working between Pioneering Care Partnership, homeworking and outreach within the North East
Starting salary:	Starting Salary £24,468 per annum
Salary scale:	Scale Points 3-5, £24,468 - £24,710 per annum
Hours:	37 hours per week
Term:	Permanent

Job Purpose

1. Assist in the development, delivery and co-ordination of internal and external communications, encompassing both online and offline channels (including social media scheduling tools, social media platforms, Canva or other design software, Wordpress website or similar) and follow key campaigns and the Adult Wellbeing Services operational marketing plan.
2. Support the drive of reach, engagement and brand awareness of Adult Wellbeing Services by using a variety of digital software and creative tools to create online and offline content.
3. Be a brand ambassador for Adult Wellbeing Services, PCP and partners and ensure accuracy in information and visuals, whilst championing accessible information.
4. Support all PR, marketing and communication activity as required for Adult Wellbeing Services and support the Marketing and Communications Officer to ensure it's in line with the marketing and communication strategy.

Job Description

1. Support the development of written information, whilst proofreading and distributing creative copy for various online and offline platforms, including website, press releases, newsletters and campaigns. All of which enhance a positive and constructive image of Adult Wellbeing Services and partners.
2. Support the development and implementation of effective published press releases to raise awareness of Adult Wellbeing Services and partners.
3. Support videography projects to support Adult Wellbeing Services and have a commitment to developing video editing skills including the planning, filming, editing on Adobe Suite (or similar software) and uploading of final content on digital platforms.

Job Description



4. Support the communication of activities with a creative flair and bring new ideas to methods of promotion to reach specific target audiences.
5. To contribute to the planning and execution of campaigns that Adult Wellbeing Services promote throughout the year.
6. Support the creation of design work on Canva (or similar software), including logos, marketing materials and branding.
7. Support the marketing team to build relationships with journalists, clients and other stakeholders to create promotional opportunities, including the development of written or video recorded case studies with clients and volunteers.
8. Assist with marketing and engagement work, using creative techniques to gather views from the communities supported by Adult Wellbeing Services and partners.
9. Support the development of interactive discussions via Facebook, LinkedIn, YouTube and other relevant media to effectively and professionally engage with target audiences.
10. Assist with increasing digital analytics for social media and website, whilst actively recording accurate data to support reports and insight.
11. Assist in the completion of tasks within the agreed deadlines.
12. To undertake report writing as appropriate.

General

1. To be a positive role model for and to operate within the policies and procedures of PCP.
2. To effectively demonstrate and carry out line management role in line with the organisations core values.
3. To be responsible for the collation of appropriate monitoring and evaluation information to support the achievement of agreed targets and outcomes within the project or service.
4. To liaise with relevant teams to ensure that opportunities are maximised for service users/clients.
5. To adhere with financial processes and procedures and ensure that all resources purchased are within the allocated cost code budget(s).

Job Description



6. To work to develop and apply appropriate monitoring, evaluation and quality tools in accordance with the quarterly performance monitoring procedures.
7. To ensure quality standards are developed and maintained.
8. To recruit and support volunteers as required.
9. To comply with PCP policy & procedures.
10. To monitor and maintain health and safety and security within the workplace in line with PCP policies
11. To undertake any training and development deemed appropriate.
12. To undertake any other such duties required by your Line Manager or the Chief Executive/ Deputy Chief Executive.

April 2025



	Essential	Desirable	Assessed at Interview (I) / Application (A)
Qualifications & Experience			
Relevant vocational qualification - level 3 or equivalent (Media, English Language, Film, Digital Marketing or similar)	✓		A
An awareness and knowledge of the regional health and wellbeing sector.		✓	A & I
A commitment to personal development and role specific training within specified timescales.	✓		A
Good knowledge of social media platforms and scheduling social media content.	✓		A & I
Skills and Competencies			
Ability to manage a diverse workload and work effectively as a team and independently.	✓		A
Experience in managing a website and updating content on a website (Wordpress, Wix or similar).	✓		A & I
Experience in writing press releases or communicating with the press to gain recognition for a brand or service.		✓	A & I
An understanding for producing accessible information, with a focus on ensuring font and image sizes are appropriate.		✓	A & I
Ability to write engaging written copy for a variety of audiences, including internal and external stakeholders, whilst ensuring accuracy of information.	✓		A & I
Experience			
Experience of using Canva (or similar design software) to create engaging content for online and offline.	✓		A & I
Experience in creating video content and reels for promotion (using Adobe, Canva or similar).		✓	A & I
Experience of coming up with creative ideas and campaigns to generate growth of a brand, event or similar.	✓		A & I
Experience in gathering digital analytics from social media or Google analytics and using Excel or a similar reporting tool to record data.	✓		A & I
Experience in taking photographs at events or creating live social media content on the go.	✓		A & I



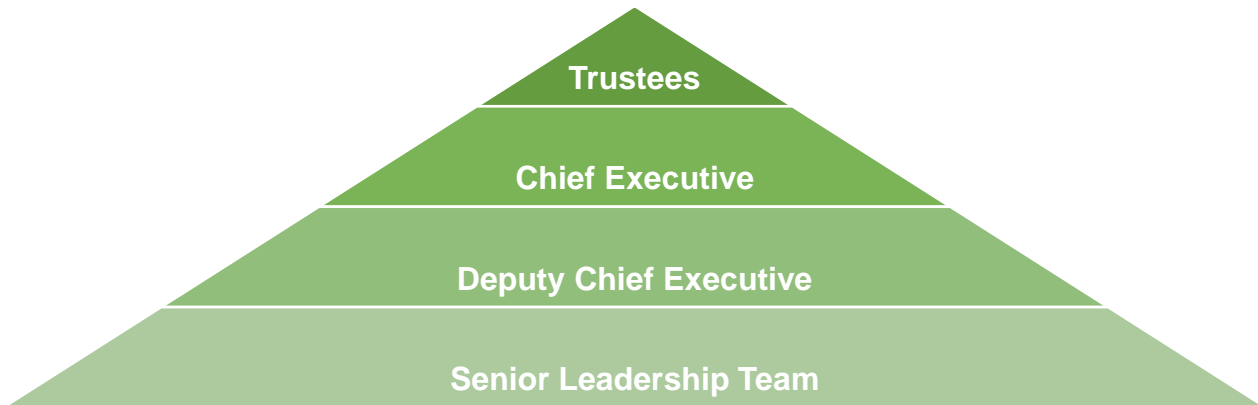
Knowledge and Understanding			
A good understanding of digital tools and awareness of upcoming marketing trends.	✓		A & I
Awareness of local, regional or national health campaigns.		✓	A
Understanding of video editing and software.		✓	A & I
Understanding of how to capture or photograph images and share them online.	✓		A
Other/Personal Qualities			
Flexible and good team player.	✓		A
Excellent communicator.	✓		A & I
Passionate about making a difference for communities.	✓		A
Ability to travel via public transport or with own vehicle if required.	✓		A & I

In exceptional circumstances applications may be considered if you don't meet the full essential criteria, however you will need to demonstrate how you will acquire the necessary qualifications or skills within 6 months. If you are unsure whether to apply, please contact HR.

Structure



PCP's Board of Trustees provide governance support and the leadership structure is as follows:



PCP's Chief Executive has full responsibility for the leadership, management and development of the Pioneering Care Partnership. The Chief Executive is fully accountable for organisation-wide impact and for ensuring PCP works towards its mission of Health, Wellbeing and Learning for All. Senior Leaders play a key role in supporting the Chief Executive on a day-to-day basis, ensuring that PCP delivers projects and services that embody the mission, providing a visible leadership role and strategically developing a number of key organisational areas.

In addition to the delivery structures PCP benefits from an internal infrastructure to ensure our staff and volunteers have the right support at the right time. This includes:

- Finance and Payroll
- HR & Volunteering support
- Health and Safety
- Information Governance
- Quality
- Marketing & Communications
- ICT
- Business Development



Benefits of working at PCP



Time off to do as you please!
27 days rising an additional day each year for five years.



Career development
Learn new skills, gain qualifications, internal training and mentoring



A helping hand to save
Access to the Financial Services Compensation Scheme (FSCS), to help you save money



Work Place Health Activities
We arrange activities for staff to support their wellbeing as part of our commitment to work place health



Family Friendly
We offer maternity, paternity, adoption and dependants leave



Drive at ease
Using your car for work purposes? We will reimburse you for business mileage



Discounts
Get discount vouchers for shopping and more through PCP's Reward Me Now Scheme



Supporting your future
Join our pension scheme, we'll match what you pay in up to 3%



Health and wellbeing
Paid weekly wellbeing time to do activities you love and improve your wellbeing



Office equipment
For homeworking, you can access our online catalogue to buy desks, chairs and more



Tech Scheme
Get savings on laptops, phones, smart health, white goods, gaming, photography and more!



Guidance and support
Stay informed through meetings, development reviews, surveys and more



Eye care
Get vouchers to go towards eye care and glasses



Work life balance
You can request changes to support your work life balance



Emotional support
Access to PAM Assist which provides a free and confidential Employee Assistance Programme



Cycle to Work Scheme
Loan cycles and get discounts on cyclists safety equipment.

Application Process and Timetable



PCP aims to support applicants at every stage of the process and our friendly HR staff are on hand to help with any queries you may have so please do not hesitate to contact hr@pcp.uk.net

Please see important key dates below. PCP will endeavour to stick to these dates but sometimes may need to reschedule or extend. If any change, we will let you know.

Recruitment Stages	Date
Closing Date for Applications	Sunday 11 th May 2025
Shortlisting	w/c 12 th May 2025
Panel Interviews	w/c 26 th May 2025

PCP is an equal opportunities employer and wants to ensure that all applicants are considered solely on their merits and are not influenced by unfair or unlawful discrimination. We aim to provide genuine equality of opportunity, recognising and respecting each other's differences to empower a culture of creativity and innovation so everyone feels valued.

How do I apply?

Please complete an application form which can be downloaded from our website and return it by:

Email: hr@pcp.uk.net

Post: HR Team, Pioneering Care Partnership, Carer's Way, Newton Aycliffe, DL5 4SF

Shortlisting

The shortlisting process is conducted by the lead manager who will review suitability of applicants based on the essential criteria outlined in the person specification.

We will contact you to let you know the outcome of the shortlisting.

Interviews

We appreciate interviews can be daunting and aim to make sure the experience enables you to tell us all about your skills and experience. We use a range of processes including informal discussions, interactive sessions, carousel/meet and greets, group interviews, presentations and panel interviews. When you are invited to interview we will tell you:

- Who the lead recruiter is;
- What process will be used; and
- If you need to prepare anything in advance.

Probationary period

All posts at PCP are subject to a six-month probationary period

Application Process and Timetable



Right to Work

In accordance with Home Office guidance successful candidates will be required to evidence their right to work in the UK before commencement of employment.

This role is not one we would typically consider for sponsorship under the Skilled Worker route due to, for example, the relevant Home Office requirements on skills level, not being met. Candidates are therefore encouraged to consider their own right to work options without PCP sponsorship.

And finally...



At PCP we pride ourselves being a good employer and continuously challenge ourselves to improve. We have a focus on quality and value the insights external assessments can bring, helping us to consistently consider best practices and refine the support we provide. These include:

Investors in People - Gold

Investors in People (IIP) assesses how organisations perform against a set framework considering employee engagement, communication culture and work practices, PCP achieved the original IIP standard in 2002 and since then have worked our way through the ranks achieving Gold Standard in 2020.



North East Better Health at Work Award Ambassadors

Better Health at Work Award recognises the efforts of employers in the North East and Cumbria in addressing health issues within the workplace. Each year PCP delivery a range of activities and challenges supporting staff wellbeing, underpinned by a Health and Wellbeing Strategy. The employee health needs assessment also helps us to target campaigns for staff.



Mindful Employer & Disability Confident

Mindful Employer is a UK-wide initiative aimed at increasing awareness of mental health in the workplace. We have a number of mental health champions at PCP and we proactively challenge stigma and discrimination not only in the workplace but in communities too. We are also a 'disability confident' employer and positively encourage people with disabilities to work with us.



Environmental Awareness

PCP has pledged to understand the impact the organisation has on the environment; monitor energy consumption and actively strive to reduce it. We increase awareness and encourage ideas to take positive action at work, home and in the community.

The Queens Award for Voluntary Service

The Queen's Awards for Voluntary Service is awarded to organisation's recognising the outstanding difference volunteers and voluntary organisations make across the UK. It is the national benchmark for excellence, equivalent to an MBE. PCP were overwhelmed to be independently nominated and then awarded The Queen's Award for recognition of the role we've play for over 20 years' supporting communities.



**The Queen's Award
for Voluntary Service**

We look forward to reading your application and hearing how you would like to contribute to our ongoing work. Very best of luck!