

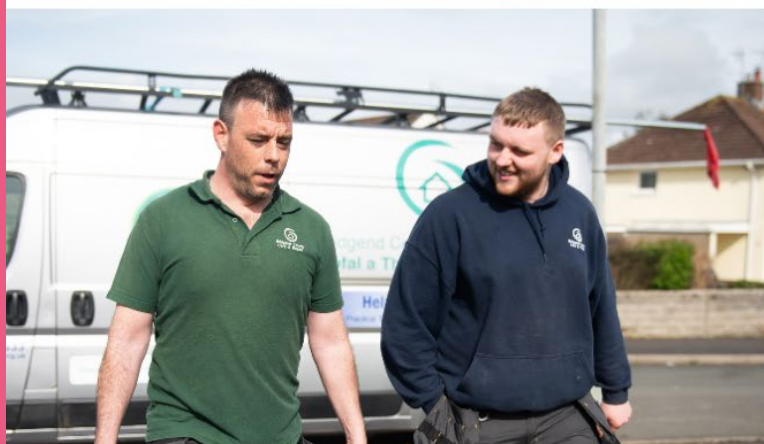
March 2025



Care & Repair Cymru

MARKETING AND BUSINESS DEVELOPMENT OFFICER

Job Pack



CROESO

Thank you for your interest in joining Care & Repair Cymru.

We are a passionate, driven, and dedicated organisation that works tirelessly to ensure older people across Wales have homes that are safe, warm, and fit for their needs.

Every year, we support over 40,000 households, preventing unnecessary hospital admissions, reducing pressure on the NHS, and most importantly, transforming lives.

Care & Repair Cymru is at the heart of a movement that champions older people's housing needs. We lead and support local Care & Repair Agencies, drive service innovation, secure vital funding, and influence government policy to bring real, lasting change.

Our work ensures that older people's voices are heard and that their homes enable—not hinder—their independence.

By joining us, you become part of a team that is making a real difference. Whether through policy and advocacy, or strategic support, every role at Care & Repair Cymru contributes to a Wales where older people can live independently in homes that meet their needs.

We're looking for talented, compassionate individuals who share our vision and commitment. We welcome enquiries from everyone and value diversity in our workforce. If you're passionate about social impact and want to make a difference, you've come to the right place.

Chris Jones

Chris Jones
Chief Executive



ABOUT US

Care & Repair helps older people in Wales to repair, adapt and maintain their homes.

We are a Wales-wide charitable movement, working to ensure all older people can live independently in safe, warm, and accessible homes.

We support over 40,000 households in Wales each year, preventing thousands of hospital admissions and saving the Welsh NHS over £30m annually.

Our Vision

A Wales where all older people can live independently in safe, warm and accessible homes.

The Care & Repair Movement

Care & Repair in Wales consists of Care & Repair Cymru and 13 Care & Repair Agencies. Covering every

corner of Wales, the Care & Repair Agencies deliver our services face-to-face with older people. Care & Repair Cymru is the national body providing expertise, advocacy and resources.

Care & Repair Cymru

CRC is the national voice of the Care & Repair Movement. We represent and support Care & Repair Agencies and seek increased investment to improve older people's housing. We champion and articulate the housing needs of older people using our own evidence and working in partnership with others to influence improved government policy.

NOTE: This job pack is for vacancies at Care & Repair Cymru only. If you are applying for a role at a local Care & Repair Agency please contact them directly for a different job pack.

OUR VALUES

Inclusive

Equality is important to us as a team. We recognise and value peoples' diversity, their differences and their strengths in an equal way.

Passionate

We care about all our customers, about the quality of our services, about our reputation, about each other. We love what we do and are committed to making a difference. We take responsibility for our actions.

Supportive

We believe in listening, helping and encouraging each other. We respect all ideas and opinions. We are honest, open, transparent and trust each other. We provide

opportunities for people to develop and flourish. We give freedom to do the job and know that mistakes are part of learning and getting better.

Creative

We are innovative, agile, respond positively to change and opportunity and thrive in a flexible working environment that encourages creativity. We strive to make our dreams a reality.

Celebrate & Have Fun

We believe in a relaxed working environment with freedom and flexibility that creates positive energy, enjoyment and helps us meet the challenges we face as a Team. We celebrate in our success.



JOB DESCRIPTION

Marketing and Business Development Officer

Salary: £34,181

Reports to: Head of Business Development

Responsible for: No direct reports.

Based: Care & Repair Cymru Offices, Cardiff. Hybrid Working Policy in place.

Contract: 2-year Fixed Term

Hours: Full Time – 35 hours per week

Key Contacts:

Charitable Foundations and Trusts, National Lottery for Wales, services and project commissioners, Corporate Social Responsibility arms of corporate organisations. Care & Repair Cymru (CRC) Commercial Members, Ambassadors, Trustees, senior managers. Care & Repair (C&R) Agency Chief Officers and staff. Local strategic partners–statutory (housing, health, social care), and third sector.

Main Purpose

To support the Head of Business Development in achieving overall objectives for PR, marketing and income generation.

Key Tasks

- To support the Head of Business Development in producing and publishing high quality content for multiple channels including email, website, social media, printed publicity and the press.
- To work with the Chief Executive and Head of Business Development on developing and overseeing Care & Repair Cymru's income generation strategy and business development.
- To support the Head of Business Development in developing and rolling out fundraising initiatives.
- To support the Head of Business Development in developing and rolling out a new legacy giving campaign.
- To manage and develop all of Care & Repair Cymru's corporate social media channels, in line with the communications and marketing strategy.
- To lead on and develop Care & Repair initiatives, including the Commercial Membership scheme, Client Ambassador Scheme and annual Gift Box Appeal.
- To lead on the research and writing of tenders and applications for project funding, grant funding and hardship funds.
- To support the development of new ideas and opportunities for income generation and innovative new projects, consistent with the vision, strategy and charitable objects of Care & Repair.
- To support the wider team in delivering the national Care & Repair Conference and developing the internal Learning Management System (LMS).
- To attend events and represent Care & Repair Cymru when needed.
- To support the Head of Business Development with the production of printed materials and reports, such as the annual report.

General Duties

- To provide timely, high quality CRC Board and Committee reports, and present at Board as required.
- To represent the organisation at all levels in a professional & ethical manner.
- To help support business development aspirations and be fully informed about relevant policy and current affairs.
- To maintain excellent external relationships with stakeholders.
- To maintain good relationships with C&R Agencies, C&R Agency Boards and all other relevant contacts and partners.
- To represent CRC professionally in external meetings and events.
- To support the Chief Executive, Senior Managers and Board.
- Any other duties the Chief Executive reasonably requests to be undertaken.
- Travel across Wales and the United Kingdom with occasional overnight stays will be part of the working practice.

BENEFITS OF WORKING WITH US

- 25 days annual leave (pro rata) – increasing by 1 day for each completed years' service, for first 5 years.
- 4 extra paid days off during the festive break (pro rata)
- 5 paid volunteering days (pro rata)
- Flexible working
- Hybrid working policy
- EV salary sacrifice scheme
- Employer-provided health plan
- Accessible, modern offices with free parking

HOW TO APPLY

Download our job application form:

[Job Application Pack](#)

All completed applications should be sent to:

adrian.lister@careandrepair.org.uk

PERSON SPECIFICATION

Criteria	Necessary Requirements
Essential education and qualifications	<ul style="list-style-type: none"> • Good standard of education, with 5 GSEs or equivalent including English, and 2 A levels or equivalent
Essential Experience	<ul style="list-style-type: none"> • Experience of working in the housing, social care, health or charity sectors. • Experience of managing social media accounts. • Experience maintaining website content, specifically using WordPress. • Experience of writing marketing materials for a variety of audiences. • Experience of writing funding applications to charitable trusts and foundations and other grant giving organisations.
Essential Knowledge	<ul style="list-style-type: none"> • An understanding of the work of Care & Repair, our values and ethos, and the context in which we operate. • An understanding of marketing and how to use digital tools for marketing purposes. • Understanding of the funding challenges facing charities and third sector organisations.

	<ul style="list-style-type: none"> • An understanding of sources of charity funding for new projects, and potential funding from statutory bodies in Health, Social Care and Housing. • Budgets and Business Plans.
Essential Skills	<ul style="list-style-type: none"> • Excellent digital proficiency. The post holder must be comfortable using a range of digital tools, such as Microsoft 365, WordPress, Canva, etc. • Excellent writing skills. The post holder must be comfortable writing marketing materials for various audiences as well as funding bids. • Excellent people skills. The post holder will potentially meet and speak with both vulnerable older people and business leaders and must be comfortable doing so. • Proactive approach. The post holder must be able to work independently and take their own initiative. • Creative mind. The post holder will be required to create engaging content for external audiences. • Well organised with excellent time management, and able to work to deadlines. • Supportive team player, interested in contributing to shared goals. • Strong understanding and commitment to equality.
Other essential	<ul style="list-style-type: none"> • Able and willing to work occasional evenings or weekends if required. • Able and willing to travel within UK
Desirable	<ul style="list-style-type: none"> • Qualifications relating to marketing, PR, business development, bid writing, business planning or similar. • An understanding of PR and previous media relations experience. • Knowledge of current Care & Repair projects and ambitions for service growth and business development. • Speaking at events, seminars, conferences and Board meetings. • Ability to speak and write in Welsh.

TERMS AND CONDITIONS

Employer	Care & Repair Cymru
Job Title	Marketing and Business Development Officer
Location	Mariners House, East Moors Road, Cardiff, CF24 5TD Hybrid Working Policy in place, with a mix of 2 days office based (option to work more days in office), and 3 days home based.
Salary	£34,181
Hours	35 hours per week
Holidays	25 days (pro rata), rising by one day for each completed year of service, to a maximum of 30 days. All public holidays plus 4 additional days leave during Christmas and New Year holidays.
Flexi Time	Flexible working. Work between 7am – 7pm with no core hours.
Cash Health Plan	Paid for cash health plan (Simply Health).
Pension	Defined Contribution Scheme 3.8% Employer 5% Employee, but additional contributions can be made.
Learning and Development	We are a Trusted Charity and support our team with training and development for job proficiency, personal and career development.
Offices	Modern offices with free onsite car park.



Care & Repair Cymru

www.careandrepair.org.uk

enquiries@careandrepair.org.uk
029 2010 7580

Care & Repair Cymru is a registered charity (No. 1163542)
and a company limited by guarantee (No. 09574555).