



## Reviving the Heart of the West End Application Pack: Personal Coach

Hello and thank you for taking the time to explore opportunities to join the team at Reviving the Heart of the West End. If you require this information in a different format, please email us at [info@rhwe.org](mailto:info@rhwe.org)

We would like to thank you for your interest in the roles we are advertising, we know when you are looking to work for another organisation it can be useful to have some extra background information to help you decide whether you should apply.

### Our background

Reviving the Heart of the West End was established as a charity in 2002 and moved into the John Buddle Work Village on Buddle Road in Newcastle in late 2003. We manage the buildings at the Work Village supporting new and young businesses to start and grow.

We have a Board of Trustees who are strong advocates for RHWE – they share our vision and values.

As part of a small, strong team who for over 20+ years have been dedicated to helping local people find the right path into jobs or into self-employment, we all play a vital part in our organisation and have built a culture where we all feel valued. We work as a close-knit team inter-connecting our work; and encouraging and supporting each other.

**Our culture** really does represent our values

**People led** in everything we do, we respond quickly to need, demand and trends

**Inclusive** and committed to inclusivity and diversity across our organisation and our work, advocating for equality wherever we can

**Believers** in people and what they can achieve. We are aspirational advocates who are creative and imaginative in our work to respond to changes and the needs of those we support

**Strengths-based** always looking for people's strengths and ways to unlock their potential through our work, our recruitment and how we work together as a team

**Kind** we treat everyone with kindness, respect and humility

**Resilient** we are brave, we persevere and we aim to empower and build our own and others' resilience keeping our promises, advocating for those without a voice and don't give up on people.

## **Our Work**

We understand that **everyone has a unique story** and a series of situations and influences that have led them to where they are today. Life can be tough and sometimes complex; and, we know people have circumstances, experiences and hills to climb but working in the RHWE way, we help people to realise their own potential and with encouragement we pride ourselves on truly transformational impact and success is celebrated together.

We focus our work on...

**Enterprise** – inspiring people to explore and move into self-employment and starting up a business, or growing a small business or social enterprise

**Jobs** – supporting and encouraging people to find the jobs that really light them up and gain valuable work experience, personal skills and training or qualifications

**Personal Development** – helping people to realise their own potential, restore self-belief and build resilience to feel able to be back in control and confident about their own decision making

**Social Action** – inspiring local people to make a difference in their communities through Active Citizens and our Volunteer Champions programmes, we nurture community development and social enterprise ideas to become reality.

We do this in a combination of creative ways with a mix of formal and informal training, workshops, tailored 1:1 advice and coaching, volunteering, sector experiences and work shadowing.

Reviving the Heart of the West End is known locally as RHWE and we are proud that people choose our Personal Coaches to work with, developing trust and a working relationship that is shaped and led by the individual. This creates an environment where people can identify their strengths and realise their potential, supported by a range of activities and wider learning opportunities participating at their pace.

## **Who We Are**

Our whole team work within our shared values and mission, bringing their collective and unique skills together to make it happen. We have big ambitions, an impressive track record and we are respected in our field.

Claire Scott is our Personal Development Manager

Bianca Rogers is our Enterprise Manager

Skye Clark is our Apprentice Reception and Administrative Assistant

Mandi Moore is our Administrative Assistant

Sue Hunt is our Business Adviser

Alex Johnson is our CEO

## **What our team say about working for RHWE...**

“No two days are ever the same. I support people who are feeling stuck – it could be to do with getting a job or something going on for them personally that’s making them feel like they don’t know where to turn. So, the best thing about working at RHWE is the feeling when someone gets to smash down a barrier – they’ve got a job, they’ve started volunteering, finally gained right to work status or even managed to get on a bus to come and see us! There is no better feeling than success and whatever that may be, it’s celebrated here with our team. As a small team, we all work together and support each other with ideas and suggestions – our priority is for the people who come through our door to feel welcome and at home – in fact it’s pretty much what everyone says who comes here “it feels just like a second home for me”. We can be creative and inventive and are given the flexibility to come up with all kinds of ideas to support our clients – another thing I love. We all make a great cuppa and there’s free parking too!” **Claire**

“Working at RHWE, I get to work with amazing clients with all kinds of ideas for starting a business or finding jobs. I meet people literally from all over the world with different backgrounds, so every day I’m getting to know people and helping them to understand the practical steps to starting up a business, and what I love is when I see clients encouraging each other in our workshops and when someone tells me they are ready to get started, there’s just no greater feeling. I’m really proud of creating a safe non-judgmental space where people feel comfortable sharing with me what they’ve been through and they tell me about their hopes and dreams. What’s great is we can move fast when we need to respond in our work; we are always developing unique activities that give the greatest impact and experiences for our clients who we learn loads from.” **Bianca**

## **The Personal Coach Role**

We are working across Newcastle on three large funded programmes supporting people to overcome barriers into work, get jobs or to start-up and grow businesses – this really is an exciting time for us. We are working with amazing people and in collaboration with lots of wonderful local organisations to bring about change in people’s lives.

People often say about the Personal Coach... ‘I feel like you are the first person who has really heard me not just listened’.

As a Personal Coach you will be engaging and recruiting participants and managing a case-load with 1:1 support and activities to enable engagement and progression. You will record and maintain client paperwork and information in line with funder and GDPR requirements. You will be ideas-focussed and a team player who will develop and research ideas for activities and confident to work either on your own or with our wider team to design and create a range of engagement and learning activities. You will build upon your own networks and relationships and develop new links with a range of organisations to explore development opportunities for RHWE which can include participating at events and exhibitions both external and in-house.

## Personal Coach

### Job Description: May 2024

Responsible to: Chief Executive Officer  
Location: Newcastle  
Grade/Salary: £29,000 p/a gross  
Benefits: Pension Enrolment Genuine Flexibility of Working Conditions  
Annual Leave: 32 days per year incl statutory public and bank holidays



### About Us

Reviving the Heart of the West End is a charity based in Elswick, Newcastle.

We help people build their personal capacity and resilience, develop confidence and self-belief, together with the skills and knowledge to find jobs, start businesses, become self-employed, or participate in volunteering, training, social action, or education.

Through our Explore Start Grow programme we offer a range of activities that are relevant and responsive to the goals and aspirations of each participant. Supported with personal coaching on their journey to get into work or self-employment, our approach is truly person-centred.

We provide business start-up and growth support, advice and guidance as well as offices and workshop units for rent from our two business centre properties on Buddle Road.

We continue to grow a strong network of businesses who support our Charity with mentoring, grants and resources for Explore Start Grow participants.

#### Here are some of the principles that inform our work:

- a belief that diversity drives innovation: we celebrate multiple approaches and opinions
- to build and maintain a culture where difference is valued and the workplace is inclusive, reflecting the communities we serve and where everyone feels empowered to bring their full and authentic self to work
- to adopt a person-centred approach based on our understanding that everyone has a unique story and that life can be complex. People are likely to have other commitments that we need to work around. This is why we say: **“our promise to you is that we will work with you – at your pace, at times to suit you and, most importantly, focusing on the things that you decide will help you achieve your goals.”**

We are a close-knit supportive team dedicated to inspiring individuals, organisations and businesses working with us and around us into making a big difference.

### Equal Opportunities

We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of race, sex, gender, pregnancy and maternity, marital status, disability, religion/belief, sexual orientation or age.

## About the job, about you

This is an exciting time to be joining us. We are looking for imaginative, vibrant and enthusiastic people to join us to deliver our plan for the future.

### We're looking for someone who can:

- work with individuals, supporting their personal development, employability or training journeys
- build on the credibility of our organisation delivering our practical and engaging range of activities
- be a great advocate for our organisation with proven ability to relate to a wide range of stakeholders and who is able to motivate and support others through setting an example
- organise and prioritise a varied workload effectively
- work on their own initiative as well as part of a team
- demonstrate self-motivation, resourcefulness and a willingness to learn and to share that learning with others
- manage client caseload
- innovate and develop new activities
- plan and manage projects
- celebrate success – you want everyone to hear about our organisation.

### We're looking for someone who is:

- a creative and ambitious thinker
- an excellent communicator with strong presentational and interpersonal skills
- an innovator, able to respond to need and to see opportunities to support clients
- empathetic, with great interpersonal skills
- experienced in or understanding of positive behavioural development tools and techniques
- experienced in or understanding of the voluntary sector and the landscape for personal development
- an excellent collaborator adept at negotiating and positively influencing the achievement of shared goals
- able to develop and/or manage grant applications and funding
- able to lead or coordinate projects
- familiar with working to targets.

## Main responsibilities

Your role will involve elements of project management, client engagement and caseload management, and activity delivery.

- Caseload Management and Activity Delivery:
  - Creatively work with participants to support them to firstly identify but then work towards achieving their goals
  - Deliver group workshops, events, 1:1 coaching, training and activities
  - Work in partnership with marketing services staff to recruit and manage client enquiries to establish coaching and training needs of new referrals
  - Complete registration processes with new participants in line with funding procedures
  - Work with Admin Support to ensure participant documentation is accurate and up to date.
- Project Management:
  - Liaise with team members and delivery partners to co-ordinate and organise personal development activities
  - Liaise with Finance staff to ensure project funds are managed and spent according to budgets
  - Prepare information and report at internal team meetings and external groups

- Monitor and evaluate activities and sessions to maintain good practice
- Maintain databases and undertake any other admin duties
- Development:
  - Identify new development opportunities to respond to needs and demand through creating RHWE-style activities, training, workshops, events, and coaching
  - Support in the development and submission of funding applications
  - Work with multiple agencies and service providers to build new and maintain good working relationships with stakeholders

### Other responsibilities

- Ensure content and material for activities is refreshed, up to date and relevant to audiences.
- Support the CEO with development and review of existing services and identify partnerships and funding and income opportunities.
- Represent the organisation at external meetings as agreed and work together with the team to proactively raise our profile and reach into communities and the voluntary and business sectors.

### Application and Interview Process

Please check the job description to see details of terms and salary.

If you would like a informal chat before applying, please email: [alexandra.johnson@rhwe.org](mailto:alexandra.johnson@rhwe.org)

1. Please submit an up-to-date CV with a covering letter setting out your motivations for applying and the experiences and added value you would bring to Reviving the Heart of the West End in this role (maximum 2 sides of A4). The covering letter is really important to us as it should detail exactly why you are the best person for this role (please refer to the job description).

Deadline: **Wednesday 29 May 2024.**

Please send your application via email to: [info@rhwe.org](mailto:info@rhwe.org) and put Personal Coach Application in the subject field. We will email you back to acknowledge your email and just so you know we have received it.

2. When we have short-listed the applications, you will hear from us. We always ensure anyone applying to work for RHWE will be notified and we will either send you an invitation for interview or to say 'no thank you on this occasion'.

For some years now, we have always held interviews where candidates will have the questions in advance and we will also set you a task so we can see your skills in action.

3. At RHWE interviews, you can expect a friendly and informal welcome at our offices from our team on the day; it's important that we have the right environment where we can get to know each other. We expect interviews to take place **w/c 10 June 2024.**

### What happens next?

Candidates will hear from us within 3 working days of the interview.

We would like applicants to start as quickly as possible as we have exciting projects underway and we need you to be part of the shaping and delivery.