



International
Longevity Centre UK



Healthy Ageing Challenge
Social, Behavioural and
Design Research

Retail Impact Fellow

Recruitment pack



Retail Impact Fellow

- We want to support retailers to better understand the evidence about what healthy ageing means.
- We want to inspire action by retailers in relation to their role supporting healthy ageing.
- We want to transform how the retail sector sees and serves older consumers.

And we need your help to make this happen.

For our high streets to survive they are going to have to adapt to more older customers. But our high streets needn't just survive – they can thrive.

- Across the G20, spending by older households exceeds the combined GDP of Japan, Australia, Canada, and Brazil.
- The combined spending power of Greater Manchester's households aged 65+ is increasing by £280 million each year.
- ILC research shows that making Greater Manchester town centres more accessible and appealing to older consumers could boost high street spending by more than £50 million each year.

Working with Universities, retailers and other businesses, charities and policymakers, the postholder will be tasked to drive change and deliver impact in the sectors engaged in town centre placemaking (for example, retail, transport, planning, design) around healthy ageing.

Retailers can play a role in tackling loneliness as well as helping the UK economy succeed. They certainly have a role in helping us all live more healthily.

The context is a challenging one. Across the UK and much of the world, high streets are struggling, and footfall is dropping. PWC found that in the first half of 2019, 1,234 more stores were closed than were opened. Diversity in retail is declining as we buy more from a smaller number of places. Meanwhile, online retail continues to squeeze the high street.

Yet there is a lot going on and plenty of opportunities to help deliver our ambitious plans.

- The UN and WHO are leading the Decade of Healthy Ageing;
- The Westminster Government has committed to supporting 5 years of extra "healthy years";
- There are strong networks of Healthy places and Age Friendly Cities to build relationships with.

The postholder will work with UKRI, the Healthy Ageing Challenge and Stirling University to lead a programme of work to make better use of social science research evidence to help the business sector understand and act on their role in supporting healthy ageing.

Who are we?

The ILC is the UK's specialist think tank on the impact of longevity on society.

That doesn't mean we're just about protecting the interests of older people. It doesn't mean we're just about promoting their needs. And it doesn't mean we're just about prioritising their requirements.

Because the impact of longevity on society isn't just about older people: it will impact everyone.

We know the implications of demographics, today and tomorrow.

- We know that every girl born today will have a one in three chance of living until she's 100.
- We know that when she starts work, she will need to save at least 20% of her earnings every year in order to afford a comfortable retirement.
- We know that if she wants to buy her own home, she'll probably need to wait until she's over 35, in a relationship and working full time.

And that is where we come in.

We believe society has to adapt now so we can all enjoy the benefits of longevity, and we want a society that works for everyone, regardless of their age.

We were established in 1997 as one of the members of the [International Longevity Centre Global Alliance](#), an international network on longevity.

We're independent and politically neutral, so we can say the things about our future society that others can't. We know that society is ageing. We know the numbers. We know the challenges. What happens next will define us for generations.

We work with central government, local government, the private sector, the charity sector, and professional and academic associations to provoke conversations and pioneer solutions for a society where everyone can thrive, regardless of age.

Since our inception, we have published over 275 reports and organised over 350 events, including the annual [Future of Ageing conferences](#).

We are a small team, headed by [Baroness Sally Greengross](#) as Chief Executive. More information about our team and their expertise is available on our [website](#).

We are governed by a board of 10 dedicated Trustees, chaired by Professor Martin Green OBE, and including a former MP and former editor of Women's Weekly. The full list of our Board of Trustees, along with their biographies, is available on our [website](#).

We make a difference

We want you to help us provoke conversations and discussions about the impact of longevity on society, and what happens next.

Over the last decade we:

- Convinced G20 Ministers to put greater focus on the prevention of ill health.
- Convinced Government and employers to engage with mid-life health and wellbeing checks and introduce older apprentices.
- Got the mortgage industry to end the practice of upper age limits for home loans.
- Produced research that was used by both the SNP and HM Treasury in the lead-up to the vote on Scottish independence.

- Helped employers prepare for an ageing workforce and develop age-friendly standards and practices.
- Highlighted the power of music for people with dementia.
- Began the conversation about downsizing and under-occupancy back in 2007.

We have changed the media narrative around people having to work until they drop: now, it's a more nuanced debate about fuller working lives and how this benefits us all. We created the first LGBT intergenerational project in the world, which has inspired others around the world. We made it possible for people with dementia to have relationships in care homes, producing a best practice guide for carers.

Retail Impact Fellow Job Description

Job Title	Retail Impact Fellow
Purpose	Driving change and delivering impact in town centre placemaking around healthy ageing.
Reports to	Director
Direct reports	Communications, Research, and Engagement Officer
Salary	£48,000

Developing a plan for impact

1. Develop and manage a coherent programme of work to achieve the job purpose with a strong focus on impact.

Identify stakeholders and build relationships

2. Map and engage key stakeholders (for example across retail, transport, planning, design).
3. Raise the profile of healthy ageing to the retail sector through giving presentations; undertaking media interviews, writing articles and blogs, meeting stakeholders on a 1:1 basis; attending key conferences and managing exhibition stands.
4. Establish an advisory group of key stakeholders in the relevant sectors to champion the healthy ageing agenda.

Use research to deliver change

5. Use social science research evidence to help the business sector understand and develop innovations in the ageing market
6. Create sustainable partnerships with research organisations who specialise in areas around ageing and place making.
7. Using evidence emerging from the Healthy Ageing Social Behavioural and Design Research alongside other UK research on ageing, produce and promote cross cutting evidence guides on, for example:
 - Night-time economy and healthy ageing
 - 15-minute place, healthy ageing and retail
 - Supporting the older retail workforce
 - Culture, retail digital innovation
 - Supporting people with dementia on the high street
8. Write and edit reports and policy documents for publication.
9. Develop innovative ways to connect academic expertise on healthy ageing to retailers and other businesses. E.g. organise innovation and design workshops to solve specific problems.

Get the message out

10. Curate the Business Summit on Healthy Ageing and other online and face to face events to reach out to retailers and other businesses
11. Work with the media and policymakers (e.g. in Parliament and Government) to highlight the importance of healthy ageing on the high street.
12. Develop and manage social media content to reach key audiences.

Fundraise to strengthen the programme of work beyond 18 months

13. Develop relationships with potential funders of ongoing research
Write research proposals

Administer the programme of work

14. Regularly report on impact to trustees and the advisory board
15. Support event organisation and undertake other administrative tasks
16. Develop and manage a database of connections on the ILC Microsoft Dynamics database.
17. Manage a Communications, Research and Engagement Officer

Person specification *(these skills will be tested through questions on BeApplied)*

1. Good written skills with excellent attention to detail
2. Good influencing and relationship building skills
3. Understanding of the potential for research to help the retail sector play a role in supporting healthy ageing
4. Understanding of the role of place in supporting wellbeing and healthy ageing
5. Strong planning and organisational skills
6. Confident in identifying and approaching senior decision makers in business, research, policy and politics.

Post information

The ILC-UK envisages this post to be a full-time, fixed term position for a period of 18 months.

Location

We are a hybrid organisation and most of our staff work partly in the office and partly remotely.

Because most of our audiences and funders are based in London, there will be a strong case for the successful candidate being London based/accessible. We therefore anticipate that the normal place of work will be at the ILC in Vauxhall, London. We are however, happy to discuss home working.

It is important that the successful candidate builds strong relationships across the team as a whole and this may be easier done from the office for at least part of the week. But we won't discriminate against for the right candidate who wants or needs to work from home.

Hours

5 days a week, 35 hours.

Our team works flexibly and we work hard to balance the charity needs with those of our members of staff. We are happy to discuss what sort of working arrangement works best for you and are happy to consider for example part time/job share requests.

Salary

£48,000 p/annum

Start date

ASAP

How to apply

This is a blind recruitment campaign to ensure any risk of unconscious bias is eliminated. Please read the below instructions carefully before applying for this role.

To start your application, follow the below link to the Applied website where you will be asked some initial equality and eligibility questions, followed by a series of more specific questions related to the role. You will also be asked to upload a current CV to the platform.

Apply here: [Retail Impact Fellow](#)

To allow you to thoroughly prepare your answers, you can step away from your application once started and return to it at a later stage.

Application deadline

9am, Friday 24th June 2022

Briefing and Q&A (optional)

Opportunity for shortlisted candidates to join an online briefing and get to meet the interview panel before the interviews.

12pm, Monday 4 July 2022 (Zoom)

Interview date

Interviews will be held on Friday 8 July 2022.

Shortlisted candidates

If your application is shortlisted for interview, you will be notified through the Applied platform where you will be invited to select an interview slot. Interview slots are available on a first come first served basis.

All shortlisted candidates will be invited to attend a short online briefing and Q&A meeting ahead of the interview. You will be asked to join the meeting anonymously, and we will accept questions in advance. You will also be able to use the chat/Q&A to ask any further questions anonymously. This session is not mandatory and if you are unable to attend, it will in no way negatively affect your chances of being offered the role following an interview.

Shortlisted applicants may be asked to provide evidence of their eligibility to work in the UK.

Unsuccessful candidates

If your application is unsuccessful, you will be notified. You will also be offered the opportunity for feedback via the Applied platform.

Work for us

Some of the staff benefits we have in place at the moment include:

Holiday entitlement

ILC employees are entitled to 25 days annual leave per year (pro rata), plus normal bank and public holidays. The ILC holiday year runs from 1 April YYYY to 31 March YYYY and is accrued on a daily basis.

Birthday annual leave

Employees are entitled to take their birthday as annual leave in addition to their normal holiday entitlement. This leave must be taken within five working days of a staff member's birthday and cannot be accrued.

Working from home

At ILC we like to be flexible, especially under the current coronavirus pandemic circumstances. Staff are invited to work in the office or from home, as they feel comfortable, and we are well set-up to maintain internal communications through Microsoft Teams.

Flexible working

It is ILC's policy to try to be flexible on working patterns for all employees.

Time off in lieu

From time to time, staff will be expected to work additional hours or at the weekend, for example, during busy periods or to meet research deadlines. In cases such as these, staff may be eligible for time off in lieu.

Training and staff progression

Staff are encouraged throughout their time in the organisation to discuss internal opportunities and any additional training they may wish to undertake. In addition to this, we hold formal appraisals in February each year and quarterly reviews throughout the rest of the year. We give all staff, permanent and temporary, the space and guidance to grow and develop their careers and skills.

Family leave

We are supportive of employees with children through the provision of maternity, paternity, adoptive parents' leave and shared parental leave. We offer an enhanced maternity package to employees with at least three years continuous service.

Loans

Staff with a contract of employment of 12 months or more are eligible to apply for an annual interest-free season ticket loan or a bike loan.

What it's like to work at ILC

"I'd thoroughly recommend working at ILC to anyone who wants to develop their communication skills and learn plenty of new ones.

This is a very varied role where no two days will be the same - one day you might be inviting a Minister to speak at an ILC event, the next drafting a press release responding to some breaking news in the ageing sector.

For a small organisation, ILC punches well above its weight in terms of the quantity and quality of work they produce. The entire team have managed to successfully create and maintain a supportive environment to work in which everyone's views are valued equally no matter your age or experience."

Liam Hanson, Former Communications and Engagement Officer

"As Head of Operations, I am part of our small senior management team and work closely with the ILC Board of Trustees.

My role is diverse and exciting. I've arranged events in the Houses of Parliament, Downing Street and the Science Museum, along with smaller more intimate dinners, breakfasts and lunches. I attend meetings with funders and stakeholders at all levels and have had opportunities to travel from early in my employment with ILC.

In my eleven years at ILC I have been promoted a number of times, from Office and Events Assistant to Coordinator, Manager and now Head of Operations. The organisation has always given staff, both permanent and temporary, opportunities to grow and learn. We are encouraged to attend external events and courses and I am often nudged out of my comfort zone, which, although daunting from time to time, is exactly what I need.

As a trained actor, I took on various temping roles throughout my acting career, so joining ILC as a permanent member of the team was a big leap for me, and one that I am so pleased I took.

The organisation and the team have always been so supportive, providing guidance and encouragement throughout. We have such a dedicated team who are passionate about the work we do that one can't help but be influenced by this. I also received an incredibly warm welcome back in 2017 after 10 months of maternity leave which helped tremendously with the transition from 'new mum' to 'new working mum'. As I prepare to go on maternity leave once again, I have received nothing but support from colleagues,

ILC has been, and continues to be, a great organisation to work in and I cannot recommend it enough."

Lyndsey Gorely, current Head of Operations

"On my first day as an Intern at the ILC I was taking calls from 10 Downing Street.

On my second day I walked through that famous black door and discussed the impact of our rapidly ageing society with Parliamentarians. One month later I had back-to-back meetings in Brussels and Berlin to contribute to international health summits and three months later I was talking about ILC research live on the BBC's Sunday Politics.

I joined the ILC as a Policy, Communications and Events Intern in September 2015 having previously worked for a candidate in the 2015 General Election and having recently completed a Masters. I

joined because I was keen to work across policy areas and disciplines for an organisation committed to public service. From my first day at the ILC I was entrusted with a degree of responsibility I imagine few interns enjoy.

Brilliant international colleagues drawn from politics, academia, City institutions and charities asked me what I would like to do at the ILC and then provided the support I needed to learn new skills and develop existing ones. Early on I was encouraged to suggest ideas for new research, practice project and event management and collaborate with a broad range of stakeholders to deliver new research and analysis.

I was able to try my hand at speech writing for our Chief Executive; writing research proposals; organising international events; managing a large social media presence; writing press releases and speaking to the media and representing the ILC at high-level meetings with senior policy-makers.

I've been fortunate enough to contribute to exciting and original work on the future of health and social care, economics and finance, housing and communities and transport and infrastructure. The ILC provides a valuable public service as the nation's leading think-tank focusing on rapid population ageing and what happens next and its close-knit team continue to shape public policy and discourse.

During my time at the ILC I have been promoted from Intern to Policy and Public Affairs Assistant, Officer and Manager. I've travelled from San Francisco to San Servolo, Brussels to Abu Dhabi to discuss work with which I am proud to have been associated. Working at the ILC is a great way to begin or develop a career in public policy and learn from an inspiring team of colleagues."

Dave Eaton, former Policy and Public Affairs Manager

"As a freshly-graduated Masters graduate (in Medical Anthropology) I joined the International Longevity Centre-UK as an intern in September 2010 and stayed a member of the team until June 2014. During that time I worked initially as a Research Assistant and later Research Officer, before moving over to a role focussed on communications across the whole think tank.

When I first started I was looking for a way in which I could be a researcher in such a way that had a positive impact on the outside world – and where communication with decision makers was as much part of the process as the research itself. It's a bit too easy to just speak to other researchers when you work in academia, so think tank research felt like a better option for me. A main draw to ILC-UK was the standards they hold themselves to across their research. There's a lot of shoddy "evidence" bandied around in the name of evidence-based policy making and being part of a body of organisations and institutions quietly but firmly pushing back against this was just what I was after.

One of the great advantages of working in an organisation that explores a cross-cutting issue like population ageing is the exposure it gives you to different areas of policy. My starting interests were in health and social care, but during my time at ILC-UK I also worked on projects on rural and community planning, intergenerational relationships – particularly those within the LGBT community, and employment policies, among many others. I was also able to work on projects close to my heart – like co-editing a collection of essays on women's experiences of ageing and reflections on an ageing society from a feminist perspective.

I'm now a few months into my second job on from my final role at ILC-UK, as Policy and Communications Manager. As it was my first post-graduation job, it's easier now, looking back, to reflect on the things about ILC-UK that made it such a good place to work – and how those set it apart as an employer. Chief among these assets is a great team of people who genuinely enjoy working together and with shared values for raising important issues and producing the best

possible work together. As well as having some great working relationships during my ILC-UK time I still consider my former colleagues as friends first and foremost.

Being part of a great team isn't just a nicety – it builds the groundwork for a great deal of trust within the organisation. In a small team working under deadlines and with external factors like parliamentary sessions setting your agenda, being able to trust my colleagues and knowing that I'm trusted to get on with my job means that things work smoothly despite these pressures. At an individual level, this translates into being given responsibility for your projects sooner rather than later. Even as an intern I was managing externally funded projects – knowing that there was support if and when I needed it. This was instrumental in building my confidence and initiative when working independently – skills I've probably used every working day since!

A highlight of my ILC-UK time was working with members of the International Longevity Centre Global Alliance – you learn not only about how different countries are experiencing population ageing but also about different political and policy systems and how to bring about change in different settings. Throughout the course of my time with ILC-UK I attended a number of international conferences, delivering presentations and representing the organisation from Dublin to Prague, Hyderabad to Tokyo. Not to be sniffed at for a first job!

The support I received as a member of the team was particularly impressive when you consider the size of the organisation. Time and efforts were put in by my colleagues to help me skill up and to access external training when required. There is a culture of skill-sharing and a desire, from Board level down, to see people do well within the organisation. I gained a huge amount from working there and would heartily recommend ILC-UK as an employer and my friends and former colleagues as your future co-workers."

Jessica Watson, former Policy and Communications Manager

"I joined the ILC as a research fellow in 2014 – my first real job after a 5-year spell in academia.

During my two and a half years at the ILC I co-wrote more than 10 reports on varying subjects, from pensions and savings to migration and social care. I even contributed to an ambitious project on the future of the welfare state. Along the way I analysed dozens of datasets and learned new econometric techniques, at times from scratch. It was challenging, but also incredibly rewarding. From the very beginning I was given the opportunity to come up with new project ideas and pitch them to clients, something I was not quite used to, but ended up appreciating a lot.

Coming from academia, I had to adjust to the work style of a think tank. I had to learn how to emphasize the "so what" and simplify the language to attract media coverage. I will never forget the excitement I felt the first time my research was picked up by national newspapers. I also like to believe that some of the work I did has contributed to make a difference to people's lives, especially because I was often asked to provide figures for speeches in the House of Lords. I learned a great deal from my colleagues, not only on the topics they researched, such as dementia, but also about the workings of the political system in the UK.

We worked hard. We had some fights – yes, people fight about economics – but we had a lot of fun. I am immensely grateful for the opportunity of working at the ILC and I cannot recommend it enough."

Cesira Urzì Brancati, former Research Fellow