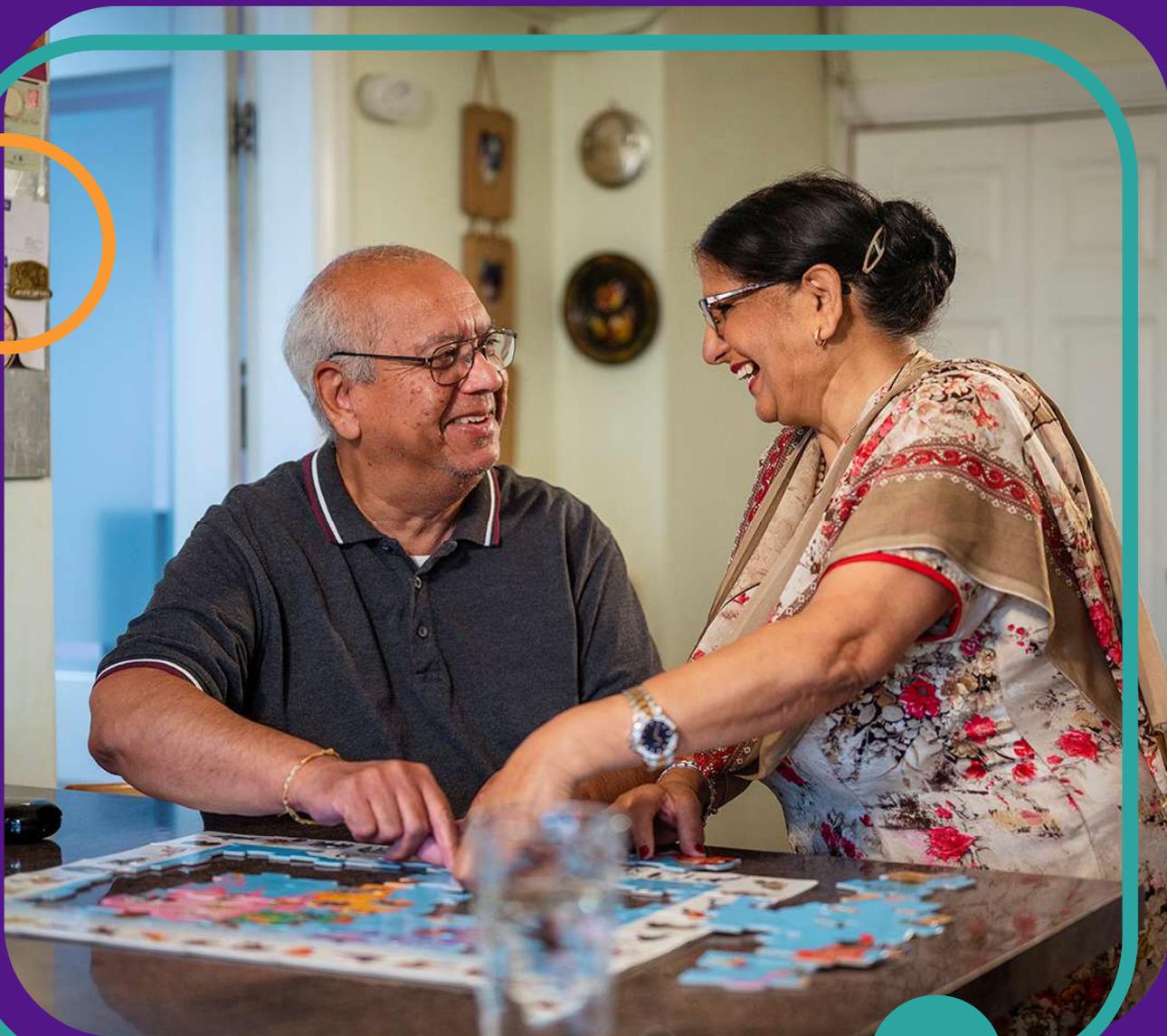




**DEMENTIA  
CARERS COUNT**

# Recruitment Pack Counselling Manager

**September 2025**



## Welcome from our CEO

Dear Candidate,

Thank you for your interest in the role of Counselling Manager at Dementia Carers Count. We're delighted you're considering joining our team and hope that as you read through this information pack, you'll see how your experience, values, and passion can help us achieve our ambitions for dementia carers.

We're in the midst of an unprecedented social care crisis. At the heart of this are the millions of unpaid carers who look after friends and relatives with little recognition or respite. At Dementia Carers Count, we stand for them. We campaign for change, provide practical and emotional support, and work with businesses to provide tangible help for dementia carers throughout the UK.

We're looking for a compassionate and experienced professional to lead and develop our counselling service. This new role calls for someone with a strong background in delivering and managing therapeutic support, a collaborative mindset, and a commitment to the emotional wellbeing of dementia carers. You will play a key part in ensuring our counselling provision is accessible, high-quality, and responsive to the evolving needs of dementia carers.

We're a small team, passionate about making a difference for dementia carers. If you believe you have the skills and experience to join us, then we'd love to hear from you.

Best wishes



Frances Lawrence

Chief Executive Officer



# Job description

<b>Job Title:</b>	<b>Counselling Manager</b>
<b>Reports to:</b>	<b>Director of Services</b>
<b>Contract:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>35 hours per week</b>
<b>Salary:</b>	<b>£40,800</b>
<b>Location:</b>	<b>Remote, with periodic days in London required</b>

## Job purpose

To ensure the delivery of safe, effective, and carer centred therapeutic support. This will include:

- maintaining clinical standards
- managing staff wellbeing
- supporting the development and continuous improvement of the service.

## Key responsibilities

Key tasks and responsibilities:

- Lead and manage the day-to-day operations of the counselling service, ensuring quality, efficiency, and alignment with organisational strategy.
- Oversee all case-management processes including allocations, assessments, waiting list management, record keeping and reporting procedures, whilst also delivering own caseload.
- Ensure the service complies with ethical and clinical standards.
- Develop and manage annual budget and plans, setting measurable KPIs, and monitoring performance.
- Develop strong working relationships across the organisation, supporting the work of the Comms & Growth team as needed.
- Line-manage counselling staff, overseeing recruitment, induction, appraisals, and ongoing professional development and ensure they have access to appropriate clinical supervision.
- Maintain clinical governance standards, manage risks, and act as the Deputy Safeguarding Lead.
- Oversee data collection, monitor clinical outcomes, and implement service improvements based on feedback and audits.
- Stay up to date with relevant legislation, professional guidance and sector trends.
- Undertake any other reasonable duties or responsibilities as required to support the effective delivery of the service.

## Management responsibility

Line management of in-house and external counsellors

# Person specification

## Qualifications

- Professional qualification in counselling or psychotherapy (BACP, NCPS, UKCP)

## Experience - essential

- Managing a counselling team in a charity setting.
- Safeguarding, risk management, and handling complex or high-risk cases.
- Developing, implementing, and evaluating service policies, procedures, and clinical governance frameworks.
- Managing budgets and allocating resources effectively.
- Collecting, analysing, and reporting on service data, including KPIs and outcomes.
- Service development and evaluation.

## Experience - desirable

- Delivering counselling support to dementia carers.

## Skills, abilities, knowledge - essential

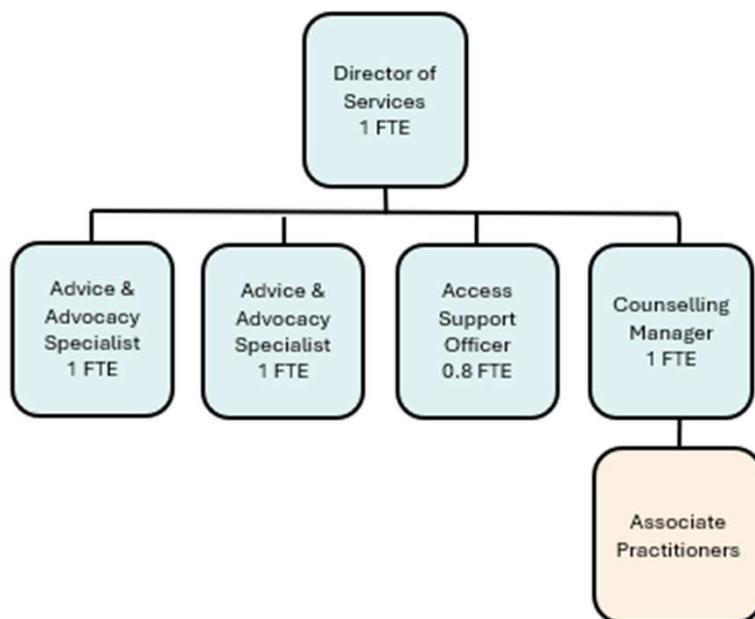
- Strong understanding of clinical governance and ethical frameworks.
- Strong understanding of adult safeguarding, particularly as it pertains to dementia and dementia carers.
- Excellent communication, and interpersonal skills.
- Ability to manage multiple priorities and work under pressure.
- A flexible, creative and solutions-focused approach to problem-solving.
- Commitment to personal learning, development and improvement.

# What we can offer you

- **Annual Leave 27 days plus bank holidays**, plus the option to purchase additional leave
- **Workplace Pension** with up to 6% employer contribution
- **Group Life Assurance**
- **Health cash plan** with money back on healthcare such as dental, optical and therapies
- **24/7 Employee Assistance Programme** – access to counselling, advice line and other wellbeing support.
- **Enhanced company sick pay policy**
- **Enhanced carers, family and other leave**
- **Remote working** – we are a remote-working organisation, so the role can be carried out from anywhere within the UK, although attendance at some face-to-face meetings is required, this will be fairly minimal and includes quarterly all team meetings and occasionally meetings with colleagues, partners or journalists, normally in London. Once employed, travel costs are paid.
- **Flexible working** – we are committed to adapting how we work to allow employees to thrive inside and outside of work. We welcome applications from candidates wishing to work full time or part time and will consider other flexible options including compressed hours.
- **A commitment to support your learning and development**



# Team chart

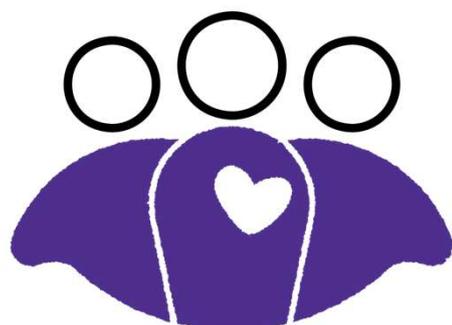


## About Dementia Carers Count

Dementia Carers Count is a small but mighty charity, powered and inspired by dementia carers' experiences and insights and driven by the urgent need for change. We are here to listen, to support and to help unpaid dementia carers look after themselves as well as the person they care for. We provide free, personal and confidential practical advice and emotional support. Every day our team of specialist advisors supports carers across the UK.

[dementiacarers.org.uk](https://dementiacarers.org.uk)

**Carer Support Line: 0800 652 1102** Mon–Fri 9am–5pm



## Our values

**C**hangemakers

**A**lways there for carers

**R**eflective and responsive

**E**asy to work with



# How to apply

**Closing date:** 27<sup>th</sup> October 2025

If you would like to apply for this position, please apply by submitting your CV along with answering the following questions to Cat Hinchliffe [cat.hinchliffe@hrdept.co.uk](mailto:cat.hinchliffe@hrdept.co.uk).

- 1.** Why are you interested in applying for this role, and why do you think you would be a good match for it? (300–500 words)
- 2.** Can you tell us about how you've contributed to the development of a counselling service and how would you apply that to this role at Dementia Carers Count? (300–500 words)
- 3.** What do you think are the main challenges facing dementia carers, and what might be the opportunities and limitations of counselling services to address these challenges. How would this influence your work at Dementia Carers Count?(300 – 500 words)

Answers should be no longer than 500 words per question. Please be aware that should we believe you have used Artificial Intelligence such as ChatGPT to answer your questions this may affect your chances of proceeding to the next stage.

## Assessment Process

This will be a two-stage process. A first interview will take place online on 5<sup>th</sup> November. If successful at reaching the next stage, you will be invited to a second interview, to be held in-person in our London office on 12<sup>th</sup> November. If you are interested, please submit your application as early as possible.

## Right to work

To be considered for this role, you must have an existing right to work in the UK.



# Interviews and Adjustments

## What to expect from an interview at Dementia Carers Count

An interview will typically last around 45 minutes and will take place in-person at our London office, or if part of a two-stage process, the first interview will usually be held online.

We will send you a list of the interview panel members in advance, as well as the questions that will be asked to enable you to prepare.

There will be time at the end of the interview for you to ask us any questions you have about the role.

Some roles may also require a task to be completed in advance or during the interview; your interview confirmation email will provide all the details on this.

During the interview, it's fine to ask the panel to repeat a question, or take a moment or two to think before answering. You are also welcome to bring notes with you.

## Reasonable adjustments

If you are invited to an interview, and you have a disability or long-term health condition, please let us know if there is anything we can do or should have in mind to help you participate in the interview.

Please inform us of your reasonable adjustment needs when submitting your application, and/or if you are invited to interview. This information will be shared with the interview panel to ensure appropriate adjustments are made.

We are very happy to make adjustments to ensure any accessibility requirements are met. Examples of reasonable adjustments we can provide include:

- Sending you this job pack in a Microsoft PowerPoint or Word format.
- Giving you more time to complete a task during your interview.

# Interviews and Adjustments cont.

## How to prepare for an interview

Prepare well – read about the role you applied for and Dementia Carers Count before attending your interview and consider your responses to questions carefully.

Consider how your values fit with those of Dementia Carers Count, and bring this to life in your answers.

Think of examples of when you've demonstrated the behaviour or skills needed for this role in a previous role or in your personal life.

Prepare any questions you have for the panel ahead of time. Make sure you're asking questions that will help you decide whether the role is right for you.

## Things to remember during the interview

Ask for clarification if you don't understand a question.

We are not trying to 'catch you out' with our questions; all the questions will be relevant to the role.

If you cannot attend any of the offered interview dates or times, please let us know when submitting your application. Please note we cannot guarantee we will be able to provide an alternative slot, but we will try our best to. While the date is usually set in advance the time may be more flexible.

# Diversity and inclusion

Dementia Carers Count is committed to providing inclusive services accessible to everyone – regardless of who they are. We are also committed to embracing equality, inclusion and encouraging diversity amongst our team which is demonstrated through our employment policies, procedures and practices. Our ethos is to respect and value people's differences and to help everyone achieve more at work, as well as in their personal lives, so that they feel proud of the part they play in our success. Our aim is that our team will be representative of all sections of society and each person feels respected and able to give their best.

Our equality & diversity monitoring forms will be kept separately from your application and will not identify you as an individual. We will use the data to monitor the diversity of candidates.

You can find further information on Diversity, Inclusion and Belonging at DCC on our Website.

DCC is a 'Disability Confident Committed' employer, and we aim to offer an interview to any candidate that tells us they have a disability and meets the minimum criteria for the role. Should you wish to disclose this information please do so by adding this to the body of your email to [hr@dementiacarers.org.uk](mailto:hr@dementiacarers.org.uk) along with your supporting application document.





**DEMENTIA  
CARERS COUNT**

Thank you for taking the time  
to read our recruitment pack

**Dementia Carers Count**  
**82 Tanner Street**  
**Canopi**  
**SE1 3GN**