



Helping Hands

The Home Care Specialists

Est. 1989

Jill Hopcraft

Regional Care Director - East

Meet Jill, your Regional Care Director for the East Region

About me

“Hi, I’m Jill. As the Regional Care Director for the East Region, I ensure that our customers across the East of the UK have a high level of support and service. I’ve been involved in the care sector for around 15 years now and I’ve never looked back! I love the interaction I have with both our customers and their carers and I’m proud of the service we provide.”

Career Pathway & Experience

Before Helping Hands, Jill worked for a small agency as a director of care, where she specialised in sheltered housing support, managing the housing and the care for residents with various needs. She then joined Helping Hands as Head of Live-In Care, where she was responsible for the supporting the live-in carers and ensuring that all customers across the east of the UK received the right level of care.

Jill has also covered domiciliary care and has managed 18 sheltered schemes, five extra care schemes and five domiciliary care services. Throughout her roles in care, Jill has always strived to provide a flexible, person-centred service, assisting young people and vulnerable adults, and has gained numerous qualifications, including:

- HCPA Advanced Safeguarding Champion Pathway
- Level 3 Coaching and Mentoring
- QCF Level 4 Support for Independent Living
- QCF Level 5 Diploma in Management and Leadership

As well as having 15 years of practical experience in the industry, Jill has also gained a range of additional qualifications in order to increase her knowledge further within the care sector. Jill’s additional modules include dementia awareness and moving & handling, and she is also a Fellow of the Chartered Institute of Management.

Why I chose Helping Hands

“I was keen to work for Helping Hands given its reputation in the care sector, and I am extremely proud of the service we provide. I have a fabulous team of managers who all work extremely hard and are all incredibly committed.”

