

Job Description



Job Title: Head of Service – Community Opportunities (Adult Social Care)	Service Area: Adults Social Care	
Directorate: Adults and Health	Post Number:	Evaluation Number: LBN 445
Grade: SMR C	Date: April 2022	
Accountable to:	Director of Operations - Adults	

People at the heart of everything we do
We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

Equality and diversity
We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

Protecting our staff and services
Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

Corporate parent
We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

Overall Purpose of Job

1. To lead, implement and drive the delivery of Community Opportunities within Adult Social Care.
2. Work closely with strategic partners such as Public Health and with Commissioners to provide joined up preventative and operational services based on a foundation of shared intelligence and resources.
3. Inspire and support an environment that creates, shapes and nurtures high quality Community Opportunities that puts residents at the centre of what we do.
4. Develop, enhance and improve current pathways and universal offers.

5. Put in place a high quality, strengths based, safe, effective, caring, responsive and well-led services in line with relevant legislation and best practice models.

This comprises:

- Reablement for all adults
 - Community Opportunities for Older People (including Dementia) and for working age adults.
 - Community Opportunities for People with Learning Disabilities and those with Autism
 - Enterprise and Innovation which will include the management and delivery of existing and new enterprises to support residents with work skills and training as well as creating income generating activities in Community Opportunities.
 - Community Neighbourhood Link Workers
 - Facilities Management
 - Gym provision for all resident groups
 - Client Affairs
 - In addition, it is expected that this portfolio will grow with the successful input of the post-holder. This may, for example, include Day Opportunities for People with Mental Health issues, an enhanced social prescribing offer in conjunction with Public Health and the growth and creation of other services in line with our commissioning intentions
6. Creatively optimise the use of technology to create accessible and collaborative delivery of services.
 7. The post holder is accountable for the management and oversight of all aspects of the budget.

Job Context

8. The post holder reports to the Director of Operations – Adults
9. The post holder has direct line management responsibility for between 4 and 6 staff (dependent on growth plans) and overall responsibility for over 70 care support staff.
10. The post holder has budget responsibility for up to £10m.

11. The post holder will be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and in order to ensure appropriate representation of the Council with residents, the Mayor and elected members, and external bodies.
12. Be on call on a rota system with other senior managers.

Key Tasks and Accountabilities:

Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

Management of Services

1. Direct management of all services in the Community Opportunities portfolio.
2. Deputise for the Director of Operations as required and contribute to the direction and management the division.
3. Support residents and staff through significant periods of change.
4. Provide cost-efficient, sustainable services that operate within a budget.

Service Development

5. Ensure that Newham's Adult Community Opportunities develop in ways that will maximise their take up and market share. This will include working alongside commissioners and residents to:
 - a. Support community capacity building initiatives.
 - b. Scope and deliver collaborative projects that will use co-production techniques to build self-sustaining community activities
 - c. Enable the health and care system to work in partnership with residents
 - d. Engage the business sector as an important partner in communities and co-designing the role they could play in Community Opportunities
6. To prepare the service to evidence a high quality of operational and service delivery in preparedness for any future regulatory activity as anticipated with Social Care Reforms and CQC plans.
7. To manage, embed and review the newly created Reablement service for older people and disability.
8. To develop and create a Reablement / Skills Development service for people with a learning disability. This will not only improve residents independence and better prepare them for the future, but will also have cost efficiency savings attached as to how better use is made of the care purchasing budget. This will be formally

managed through Adults and Health Transformation Programme Board to which the post holder will be accountable for this activity.

9. To review the learning disability services and implement a new model of support, creating a centre of excellence across the Integrated Care System. This will include the development of a Positive Behaviour Support / Intensive Support service in line with NHS, ICS and LBN commissioning intentions. This will take into account the Transforming Care Agenda and Building the Right Support.
10. Scope new approaches to supporting and shaping support opportunities provided by Adults including establishing new pathways to employment for people with additional support needs.
11. Ensure that Community Opportunities is well integrated into initiatives such as Social Prescribing and the Community Neighbourhood Link Worker Service so that residents can access timely care and community support services.
12. Work alongside social care staff to embed strengths based approaches and best practice to build self-sustaining community activities

Strategy

13. To take a strategic role across the Integrated Care System (ICS) in the development of Community Opportunities for Health and Social Care.
14. To take a strategic role working closely with Public Health and Commissioning to expand the mainstream community offer in Newham and increase the Prevention offer and the opportunities available to adults who have health and social care needs. To then set up, embed and manage such services.
15. In conjunction with Health and Social Care Commissioners, take a senior role in reviewing the health and social care market and be involved in the design and management of any future initiatives and developments where LBN Adults and Health may be the direct provider of services. This could include the direct delivery of CQC regulated services.
16. To expand the social prescribing offer in line with policy direction, North East London Integration Care Partnership vision, Newham's Public Health Strategy and the Mayor's priorities.
17. Set a clear framework for the development and achievement of policies and objectives for Community Opportunities that will ensure that the service has up-to-date operational policies and clear goals to support person centred approaches.
18. Contribute to the implementation of national and local strategies for Community Opportunities which includes directly provided services.
19. Lead on service and business development ensuring that there is a strong focus on the Community Service offer and outstanding outcomes in the wider market.

20. Ensure the development of new service offers and income streams.

Service Quality and Assurance

- 21. Ensure that there are robust systems in place for service planning, performance measurement and improvement on both a day to day operational basis and a longer term trend basis. This will include meeting any Adult Social Care frameworks introduced as part of the Social Care reforms.
- 22. Analyse trends in resident activity across Community Opportunities together with income generation activity and provide prompt, regular and well informed advice to the Director of Operations. Where necessary this will include the development of appropriate action plans.
- 23. Effectively monitor and support the achievement of organisational performance targets and provide a clear and regular account of service performance.
- 24. Nurture a culture of high standards and continuous improvement and have an evidence-based quality assurance mechanism in place within each service.
- 25. Ensure that all services are person centred, values based and have effective systems for resident and carer engagement.

Performance

- 26. Support service and team managers to develop robust service development plans.
- 27. Ensure that active systems are in place to facilitate feedback from people who use Community Opportunities. Lead rapid and comprehensive response to handling of complaints and resultant learning and ensure that successes are celebrated.
- 28. Ensure the services are performance managed with clear outcomes and targets to achieve in line with local and national targets.
- 29. Implement and maintain effective quality assurance systems to support the performance management framework and to identify, assess and manage risks.
- 30. Ensure and manage the implementation of service improvements within Community Opportunities as required by Newham Council. Monitor the quality of practice and ensure actions are taken to improve areas of weakness.

Resource Management

- 31. Provide leadership and motivation to managers and staff of Community Opportunities.
- 32. Ensure that all services meet the required specifications and are focussed on strength based approaches.
- 33. Be an authorised budget holder/cost centre manager for Community Opportunities and to contribute to the overall successful management of Adults Services

budgets. To monitor and co-ordinate the annual formulation of budgets for Community Opportunities ensuring effective budgetary management and control.

34. Put in place effective systems to ensure that the staff are managed in the most effective way in accordance with Newham Council Human Resource policies including managing performance, sickness, conduct, capability and health and safety. Work with Human Resources and other managers to ensure successful recruitment and retention of competent staff so that social care services can be delivered to a high standard.
35. Work corporately with other council departments and partners to ensure all in-house building (Adults), facilities and resources are maximised to their full potential and that income generation is maximised where appropriate.

Communications

36. Develop effective and appropriate relationships with key partners and stakeholders in order to deliver high quality and professional services.
37. Provide prompt, regular and well informed advice to elected members of Newham Council, the Council's Corporate Director (Adults and Health) and Director of Operation (Adults) on all matters concerning the direct provision of services to adults and on any other appropriate policy issues.
38. To contribute to excellent internal communications arrangements.

Culture

39. Lead cultural and organisational changes that are needed in order to ensure the services play their full part in achieving the Council's vision and the vision for Adults.
40. Lead cultural change in line with the organisation's values and behaviours.
41. Work positively and proactively with all departments, Members and stakeholders in developing, implementing and maintaining an organisational and working culture that is effective in enabling the Council to deliver its objectives.
42. Promote and champion equality and diversity in the delivery of activities and provision and employment practices.

Personal Specification



Job Title: Head of Service – Community Opportunities (Adult Social Care)	Service Area: Adults	
Directorate: Adults and Health	Post Number:	JE Number LBN 445
Grade: SMR C	Date last updated: April 2022	

IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

CRITERIA	METHOD OF ASSESSMENT
EQUALITY AND DIVERSITY We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.	
PROTECTING OUR STAFF AND SERVICES Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.	
QUALIFICATIONS: Educated to degree level or equivalent level of work experience at a senior level relevant	Application Form/Certificate

to the field.	
A relevant professional qualification e.g. social work, nursing, occupational therapy with current registration with SWE, NME or HCPC is desirable.	Application Form/Certificate
To be able to be Registered as Registered Manager or Nominated Individual by CQC, should this be required.	Application Form/Certificate
KNOWLEDGE / EXPERIENCE:	
Experience of growing and developing services in an entrepreneurial way.	Application Form/Interview/Test
Experience of managing and developing social care services for adults at a senior level for a substantial period of time.	Application Form/Interview/Test
Evidence of continued professional development.	Application Form/Interview/Test
Experience of managing significant change.	Application Form/Interview/Test
Experience of working at a senior level.	
Experience of managing managers.	Application Form/Interview/Test
Experience of planning and reviewing services.	Application Form/Interview/Test
Experience of managing resources and delivering services within budgetary limits.	Application Form/Interview/Test
Experience of working within a performance management culture and of evidencing high level cost-benefits and non cost-benefits.	Application Form/Interview/Test
Experience of working in partnership with residents and carers.	Application Form/Interview
High level understanding of the drive towards greater integration of health and social care across the Integrated Care System.	Application Form/Interview/Test
Significant experience of building and sustaining strong relations and partnerships across sectors and organisations.	Application Form/Interview/Test

Knowledge of legislation and issues relating to Community Opportunities, social prescribing and meeting needs of residents within a community setting across the Integrated Care System within Community Opportunities portfolio.	Application Form/Interview/Test
SKILLS AND ABILITIES:	
Well-developed oral and written communication skills in order to persuade, negotiate and influence, both within and outside the council.	Application Form/Interview/Test
Managerial skills including those of performance management, budget management and risk management.	Application Form/Interview/Test
Ability to lead, innovate and shape an effective process of change at a senior level	Application Form/Interview/Test
A high level of interpersonal skills.	Application Form/Interview/Test
Ability to give detailed expert, technical and management advice and use considerable judgement to define and resolve problems and identify solutions without clear guidance.	Interview/Test
Ability to challenge existing practices, processes and activities and identify, deliver innovative solutions and alternative actions.	Interview/Test
Ability to win hearts and minds across a whole partnership approach and to get senior leaders on board with delivering an ambitious agenda	Application Form/Interview/Test
Ability to work and lead at a strategic level, with senior Public Health officers, Commissioners and other partners to effect a long lasting legacy of change	Application Form/Interview/Test
PERSONAL STYLE AND BEHAVIOUR:	
Has a high degree of personal integrity, uses political judgement and sensitivity, shows the capacity for self-motivation and empowerment of staff and works well under pressure.	Application Form/Interview/Test

Effective people management and performance management skills with the ability to lead and inspire, providing direction and support to individuals and teams	Interview/Test
Demonstrate a strong commitment to public service	Interview/Test
Demonstrate a strong commitment to the promotion of equal opportunities	Interview/Test
Demonstrate good Interpersonal and networking styles, including leadership behaviours	Interview/Test
Show appropriate sensitivity towards the needs of service users and carers.	Interview/Test
OTHER SPECIAL REQUIREMENTS:	
Ability to work evenings, weekends and occasional public holidays, if needed to meet the requirements of the service.	Application Form/Interview
Ability to be on call.	Application Form/Interview/Test
DBS	
This role is subject to an enhanced DBS check	Application Form/Certificate

Key Tasks and Accountabilities:

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