

## Integrated Early Years' Service Locality Leader Job Profile

This supplementary information for IEYS Locality Leader is for guidance for Job Zone 5 Level 2

### Camden Way Category 4

*It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee's contract of employment.*

The **Supporting People Directorate** is responsible for the supporting children, young people, adults and families in need to achieve the best possible outcomes. The directorate has a strong focus on intervening early to prevent problems escalating as well as contributing to prevention. Within the directorate, the **Early Intervention and Prevention Division** comprises of the following services: Integrated Early Years Service (IEYS), Integrated Youth Support Service (IYSS), Family Support and Complex families, Special Education and Intensive Intervention Service (SEIIS) and the Education Welfare Service.

**The Integrated Early Years' Service (Camden Sure Start):** The service has an ambitious vision for young children and families in the borough in which **integrated universal and targeted** services are developed and delivered through strong relationships between midwives, health visitors and GPs, early education providers, family support workers, Job Centre Plus, primary schools, voluntary sector organisations and parents. Based on local need, services are delivered from children's centres and across a network of community buildings, in five localities covering the whole of Camden.

**Locality Leaders** will work in a designated locality, leading early years services, taking a strategic approach to partnership working, as well as promoting and supporting the further integration of services to improve outcomes and reduce inequalities for children from pregnancy to age 5 and their families.

### Role Purpose

- Provide strategic leadership and management to further develop Camden Sure Start and associated partnerships, using the principles of an integrated approach to service delivery, to improve outcomes for children (pregnancy to age 5 years) and families, with an emphasis on the first 1001 days.
- Lead and manage core IEYS services, delivering a customer focused approach to achieve high levels of user engagement and positive outcomes. This will include direct management responsibility for:

- ✓ A designated Children's Centre and team, including premises matters
  - ✓ 0-5 early help services
  - ✓ At least one maintained nursery
- The Locality Leaders will also work together across the borough, taking responsibility for the following core IEYS teams, with individual responsibility for at least one themed area.
  - ✓ Stay and Play Team: delivering universal and targeted stay and play drop-ins supporting children's development through play and providing a gateway to other services, ensuring early and sustained engagement by children and families, especially those at most risk of poor outcomes
  - ✓ Volunteering Programme: providing volunteering opportunities to support parents on their journey to paid employment including line management of the Information and Access Worker.
  - ✓ Welfare Rights Team: ensuring families receive the benefits to which they are entitled and to maximise family income
  - ✓ Employment Team: to provide information, support and guidance to parents to take up volunteering, training and work
  - ✓ Publicity on behalf of IEYS.
- Manage and monitor contracts for commissioned services, developing SLAs and other formal arrangements, which support co-location of services and easy access for families.
- Lead and manage the IEYS administration teams to deliver effective support for teams and managers, reliable operational systems, excellent customer service, building maintenance and adherence to health safety requirements.

**Example outcomes or objectives that this role will deliver:**

- Contribute to the overall development and direction of the Integrated Early Years Service, influencing service planning, target setting and outcome frameworks.
- Provide leadership for the wider community of early years providers and practitioners in the locality working to ensure that all provision is of high quality and contributes to improving children's outcomes.
- Using data, and information gathered from the community, develop an in-depth understanding of the needs of families in the locality and ensure that the local service offer is shaped appropriately to address identified needs.

- Develop and maintain strong links with families and the wider community ensuring that the Children's Centre becomes the 'hub' for all services for families with young children and responds quickly to a changing environment.
- Build and sustain highly effective partnership working with a wide range of services and organisations within the locality e.g. schools, PVI settings, GPs and Jobcentre plus, including leading on establishing, delivering and coordinating the Camden Sure Start Partnerships.
- Ensure that families are signposted and referred to appropriate services and that the service takes a holistic approach to meeting families needs.
- To ensure that all parts of the service have a clear focus on safeguarding and the early identification of need and that all staff are appropriately trained and supported to keep children safe.
- Lead and manage a wide range of work streams and change programmes across IEYS, ensuring effective use of resources, focused on improving outcomes. This will include the ongoing work to integrate family support and health visiting.
- To lead on contract management and monitoring of IEYS commissioned services, adhering to procurement legislation, Council financial, and audit regulations. This includes management of SLAs and formal partnership and co-location arrangements
- To ensure universal and targeted Stay and Play services are designed to engage families early and sustain their participation, especially for those identified with additional needs
- To ensure benefits advice and employment support is effectively targeted and integrated and deliver positive outcomes
- To ensure the delivery of services is of high quality, implementing the appropriate quality assurance and performance monitoring systems
- Deliver high levels of sustained family engagement and achievement of improved outcomes, with a focus on positive customer experience
- Effective communication and promotion of services using a variety of approaches, including social media, to
  - Ensure partners have knowledge of services and can refer families
  - Parents are provided with accessible and clear information to support their engagement in services

### **Budget Management**

Responsible for monitoring expenditure of approximately £1.5m

### **People Management Responsibilities:**

Locality Leaders will have direct management responsibility for between six and eight managers/staff

## **Relationships;**

Locality Leaders have a significant role in developing and maintaining a wide range of internal and external partnerships at a senior and operational level e.g.

- Health services; GPs, midwifery, health visiting
- Job centre plus
- Voluntary sector organisations
- Nursery and primary schools
- PVI settings
- Other Council services e.g. public health, housing, CSSW and libraries

## **Work Environment:**

Locality Leaders are based in a designated Children Centre but are required to travel and sometimes work in, a range of buildings such as nurseries, health centres and community centres. The role requires working in a complex multi-agency environment across organisational boundaries, different professional groups and service users.

## **Technical Knowledge and Experience:**

### **Qualifications**

#### **Essential:**

- Educated to degree level and/or significant senior management experience in a relevant service area

#### **Desirable;**

- Management qualification
- Prince 2
- Postgraduate qualification

### **Experience, Skills and Knowledge**

- Experience of strategic leadership and management as well as management of operational service delivery

- Knowledge of safeguarding and child protection policy and practice, with the ability to ensure services deliver best practice in this area.
- Highly effective communication skills, with the ability to influence, challenge appropriately, present information and, build support and momentum for partnership working in a dynamic and complex environment.
- Experience of driving service improvement at a senior level, including developing and implementing performance management systems, analysing and interpreting complex data to inform service design and development
- Experience of managing a demanding and varied workload and delivering projects within agreed timescales demonstrating resourcefulness, adaptability and creative problem-solving
- Experience of producing management reports with a high level of accuracy and clarity within the desired timescale
- Experience of project management and the ability to manage change and service transformation programmes
- Experience of leading and managing customer focused teams, to achieve high performance levels and improved outcomes
- Experience of leading teams to enable positive relationships with families, building on strengths and sustaining engagement in universal and targeted services.
- Knowledge of early years services, frameworks, research and evidence, legislation, national and local policy including the Healthy Child Programme 0-5 years (health visiting), Free Entitlement, relevant inspection frameworks, EYFS framework and core purpose for children's centres, the First 1001 days
- In depth knowledge of the factors affecting child and family outcomes and the barriers experienced by disadvantaged families in accessing services and the building blocks for improved education and health outcomes
- Knowledge of reflective practice and supervision, enthusiasm for continuous learning and new ways of working, demonstrating a high level of self-motivation
- Knowledge of good practice in budget management and making effective use of resources
- Experience of delivery methods and approaches to promote community cohesion and social inclusion
- Experience of using electronic systems and the ability to use Word, Excel and Outlook competently

## **Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

- Deliver for the people of Camden
- Work as one team
- Take pride in getting it right
- Find better ways
- Take personal responsibility

For further information on the Camden Way please select the attached [HERE](#)

**Structure Chart**

