

Job Profile Information: North London ASC Workforce Programme Lead

This supplementary information for Adult Social Care Workforce Programme Lead is for guidance only for Job Level 5 Zone 2.

Camden Way Category 4/5

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.

Role Purpose:

To develop and deliver a range of projects and interventions that strengthen the independent social care (such as home care and care homes) workforce in north London and maximise the economic contribution of social care to the local economy (currently estimated at £1.15bn pa). The role will do this through forging strong relationships with health and social care commissioners and economic development departments to shape the programme of work with the 5 north London boroughs (Barnet, Camden, Enfield, Haringey and Islington) as well as care providers and NHS partners. The role sits within the North London Councils Adult Social Care Programme Team, which deliver priority partnership programmes on behalf of the 5 Councils.

This role will build on an existing strong partnership between Councils and the NHS in north London, which has a track record of delivery at a time when covid-19 has had a significant impact on the care workforce and the wider population. Key areas of focus are likely to be:

- Support workforce growth and promote pathways into employment – maximising our Proud to Care North London website and helping us recruit the estimated 12,000 new roles that we need by 2030
- Support workforce retention, through developing workforce skills, progression opportunities and a strong wellbeing offer
- Driving forwards a project to promote workforce race equality
- Ensure services are shaped with providers
- To secure funding for schemes that meet these and wider aims

The post holder will have a high level of autonomy to shape the programme of work to achieve the outcomes sought.

Example outcomes or objectives that this role will deliver:

- Build credible strategic relationships with a range of partners across the sub-region influencing emerging and complex local agendas on health and social care workforce priorities and opportunities
- Coordinate efforts to embed workforce race equality standards and associated projects with the 5 Councils

- Support the development of pathways to employment and career progression pathways into and between social care and health with care and health providers; training providers and the councils' local economic development functions.
- Develop initiatives that deliver progression opportunities within social care, such as through increasing the use of digital technology, supporting integrated care between social care and the NHS and apprenticeship and leadership programmes
- Report progress, risks and issues to the ASC Programme Board and to other boards developing integrated care in north London.
- Further build the breadth and impact of the Proud to Care North London website
- Support other members of the team through awareness of their areas of responsibility and joint planning; proactively seeking opportunities to support the development of others within the team.
- Obtain feedback from established mechanisms and channels to assess the quality and effectiveness of schemes and identify changes to improve quality and outcomes and/or deliver better value for money.

People Management Responsibilities:

- There is a requirement to line manage 1/2 member(s) of local authority staff.
- There is a requirement to matrix manage staff and teams from within Camden and across other NL Councils in the delivery of projects.
- This post also commissions and manages projects, delivered by sub-contracted individuals and agencies.

Relationships;

Across the 5 local authorities:

- Directors of Adult Social Care
- Senior commissioners and commissioning managers
- Brokerage managers
- Economic development leads
- Marketing and communications teams

Across the STP and NHS

- The North London Workforce Programme
- NHS partners, such as GPs and training hubs, community health services and acute hospitals
- CCG commissioners
- Care quality leads
- Community health service and primary care services that support care services
- Health Education England
- Community Education Provider Networks

Providers:

- Care providers – owners, managers, recruitment and training managers
- Schools, colleges and universities offering health and social care course
- Private training providers
- Job centre plus

Other

- Other agencies, funded to deliver care workforce development schemes e.g. CapitalNurse
- Skills for Care locality manager
- London ADASS workforce leads
- Other local authorities and STPs across the UK with examples of best practice and lessons learned e.g. Devon CC, Essex CC; NEL STP
- The post holder will have substantial independence in leading, planning, and engaging a range of stakeholders across a range of organisations and functions, sometimes with conflicting priorities.

Regular contacts:

- ASC Programme Manager
- NCL ASC Directors, Commissioning Leads and Commissioning Managers
- Other senior officers from other local authorities across NCL
- CapitalNurse leads
- NCL Care Quality leads (for nursing)
- NCL CEPN networks
- STP PMO and work stream leads
- STP Workforce programme
- Skills for Care – locality manager NCL and NEL
- HEE
- London ADASS workforce leads

Work Environment:

- This post is hosted by Camden Council. The post is currently working from home virtually, though pre-covid was based at 5 Pancras Square
- A laptop is supplied and while the usual hot-desk location is 5th floor, staff are expected to be flexible and hot desk elsewhere if there is insufficient space and to work remotely or from home 1 day per week.
- The post-holder will be required to work in an 'agile' way in line with Camden's move to a paperless and flexible work environment.

Technical Knowledge and Experience:

- Ability to operate effectively in a complex, ambiguous and evolving environment, engaging constructively with internal and external stakeholders with a high level of autonomy

- Ability to develop new approaches to addressing system challenges and build support across multiple stakeholders
- Collaborative approach demonstrating mutual trust and support, within the council and with partners;
- Ability to analyse problems, identify root cause and develop a range of solutions, which will add value
- Ability to build and maintain effective working relationships at all levels across the organisation in order to influence and get things done.
- Skilled in prioritising and balancing competing demands, meeting deadlines and targets, and being appropriately accountable.
- Expertise of the adult social care provider sector and / or the economic development sector
- Strong and credible verbal and written communicator, capable of adapting the narrative to the audience and setting
- Ability to write winning bids for funding, balancing the priorities of the funder, the aims of the ASC programme and what is practicable to deliver within timescales
- Ability to balance the impetus towards strategic goals with attention to detail and the pace of progress
- Experience of advising and supporting senior managers and leaders.
- Knowledge of Health and Social Care needs of vulnerable people (specifically adults)
- Proficiency in the use and understanding of IT and Information Management and data protection legislation.

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](#)

Chart Structure

Organisational Structure	
ASC Programme Board (5 DASS and senior commissioners)	STP Workforce Board
Programme Lead for Adult Social Care	
Commissioning Lead for Markets	Workforce Programme Manager
Programme Manager Learning Disabilities	Proud to Care Administrator