

Job Profile

Job Title: ASC Workforce Strategy Lead

Job Grade: Level 5, Zone 1

About Camden

'Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because, we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all.

About the role

This is an exciting role in Adult Social Care that will be central to delivering the ambition set out in the [Support People, Connecting Communities Refresh](#) to nurture our internal and external workforce who we recognise are key to our success. You will support the continued investment in our social care workforce, ensuring there are opportunities for our teams to grow, develop and feel valued, working to improve our recruitment and retention. Central to this is tackling any inequalities within our workforce and working with our staff to address concerns around race, sexuality, gender and disability to ensure we have a truly inclusive workforce that reflects the community we serve at every level. To that end you will be responsible for developing the ASC Workforce Strategy. You will work with colleagues from the Council and Camden's Health and Social Care system to ensure opportunities across the borough that maximise the skills we have in our neighbourhoods and other teams, being creative about how we harness those skills and offer opportunities in Camden.

Example outcomes or objectives this role will deliver:

- Development of the ASC Workforce Strategy that addresses and plans for workforce challenges, adult social care reform and other anticipated statutory changes
- Understand and plan for hard to recruit to roles, identifying trends and analysing data that identifies where there are issues and consider how to address them, including being creative about new ways of delivering care and support that goes beyond traditional and professional roles where appropriate.
- To develop and maintain governance structures for the oversight and delivery of the workforce strategy, implementing robust monitoring and reporting on progress, including highlighting risks and issues early so they can be mitigated.
- To lead on the preparation and presentation of reports to the appropriate boards and ensure performance is measured against relevant key performance indicators.
- To lead on the implementation of the strategy, working alongside colleagues from ASC, commissioning and external partners, taking a hand's on and supportive approach.
- In particular to work closely with our Principal Social Worker, Practice Educators and Learning and Development to ensure the strategy reflects current thinking, evidence based best practice

- To research and develop a strong understanding of the marketplace for adult social care staff, gaining knowledge of best recruitment and retention practice and being creative about how we recruit and retain staff, using innovative models of values-based recruitment and other approaches.
- To develop opportunities for progression through a range of opportunities for example social care apprenticeships programme, development of specialist roles, learning and development opportunities and potentially working with partners across the system to offer development opportunities in Camden
- To ensure the strategy tackles inequalities within the workforce and supports the delivery of the ASC Equalities Plan.
- Coordinate local, innovative recruitment campaigns and work with Good Work Camden to attract local residents into vacancies in ASC.
- To work with Communications, Human Resources and Organisational / Learning and Development and Good Work Camden colleagues to build an attractive offer for potential workers.
- To ensure the work is well connected to our NCL ASC Workforce Programme and London ADASS workforce initiatives
- To work with colleagues in HR to maintain effective communication and engagement with candidates throughout the recruitment process
- To attend universities/colleges/schools to explore work experience and to promote careers in adult social care, or to facilitate attendance of ASC colleagues.
- To work with local schools, colleges and adult learning providers to explore ways of attracting potential staff and supporting them to develop the necessary skills and obtain qualifications to join the ASC workforce.
- To work with managers and the communications team to maintain appropriate online presence.
- To coproduce the approach to recruitment and retention with teams to ensure the working environment and benefits supports retention, advising adult social care leadership team accordingly.
- To work with managers and HR in ensuring the accuracy of local establishment data that is well maintained

About you

You will be someone who is committed to the values of [We Make Camden](#) and making the refreshed priorities and principles in the cross council strategic plan '[Supporting People, Connecting Communities: Living & Ageing well in Camden](#)' a reality, to enable everyone to have the chance to succeed, and to support adult social care services in implementing a relational and strengths based approach in how we work with residents. You will be passionate about ensuring we have a highly skilled, motivated and diverse workforce who are empowered to deliver in this way.

Knowledge and Skills:

- Extensive knowledge of the workforce challenges within the adult social care sector.
- Knowledge of issues around training and education for those who work in the adult social care sector.
- Ability to work autonomously, flexibly and manage competing priorities
- Excellent written and verbal communication skills
- The ability to analyse data to present complex information and recommendations in a clear manner to a range of audiences,

- You will be able to build and maintain effective working relationships at all levels across the organisation and the borough in order to influence and get things done
- You will have demonstrable expertise in managing people and resources and being able to effectively plan & prioritise work.
- Knowledge of project management and other tools that will ensure work is carried out in a systematic and timely way

Experience:

- Extensive experience of working in Adult Social Care or a similar setting.
- Experience of collecting, collating, analysing and presenting workforce data in a way that aids decision making for long term and immediate action.
- Experience of delivering training / education programmes that ensures the workforce can continuously develop and build skills to offer the highest quality support for residents.
- Demonstrable track record of delivering and managing successful workforce projects that have supported the recruitment and retention of staff in areas where it is challenging.
- Experience of delivering complex pieces of work in a local government (or similar) setting.
- Experience of working collaboratively with a range of stakeholders including residents, senior leadership and partners particularly across the health and social care system.
- Preparing and presenting complex reports to a wide range of key stakeholders.
- Experience of managing large scale, complex pieces of work that reach across a number of service areas with a range of stakeholders.

People management responsibilities

The role may line manage one or two roles in the future and will also be required to manage staff and resource day to day on individual projects or programmes of work for which they are responsible. The post holder will report to the Head of Transformation and Performance and be expected to deputise for them from time to time.

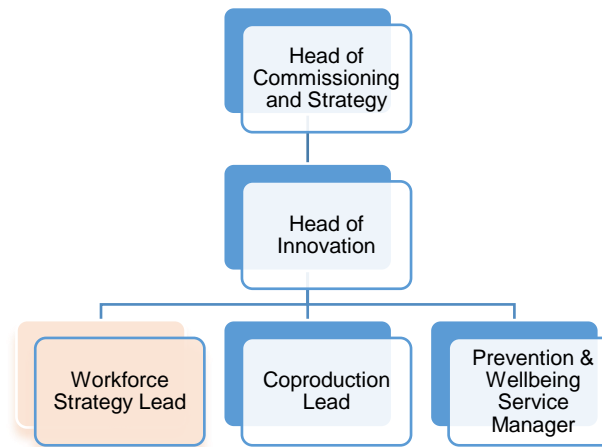
They will ensure appropriate training and development opportunities are available for their direct reports, as well as other relevant teams where appropriate, and have input into a service wide training offer and into the development of the adult social care transformation team. The role will embrace the ethos of a self-managed team, where resources are used flexibly to deliver agreed priority areas of work.

The post holder will work collaboratively with the wider Adult Social Care Teams, particularly Support and Safeguarding, Camden Learning Disability Partnership and Mental Health Social Work teams, the Transformation Programme Team and with service and project delivery leads in the business to ensure there is appropriate engagement and support for strategic priorities. The postholder will also be required to work across the Council with colleagues in the wider Supporting People department, Corporate Services and Supporting Communities.

Relationships:

- **Internal** – to foster excellent working relationships within Adult Social Care and across the Council. To utilise knowledge and insight and positively work with colleagues in ASC, commissioning, public health, housing, children’s and youth services, strategy and change, corporate services and other parts of the Council to ensure you effectively influence change and people understand ASC delivery and associated workforce needs, and work innovatively across the Council;
- **External** – to build effective working partnerships with residents, their family members/carers. Particular emphasis is placed upon working closely with partners at place (ICP), sub-regionally (NCL ICS and NCL ASC), London ADASS and in partnership with commissioners with providers, and the broader VCS
- **External Bodies** – to work with colleagues in CQC to understand requirements for a workforce that meets the newly developed standards with the assurance framework

The post holder will report to the Head of ASC Innovation.



Work environment

The post holder may be required to work in a variety of teams and workplaces. All staff work in an agile way in-line with Camden’s approach to a paperless and flexible work environment. The role will co-locate with services when working on specific projects and pieces of work.

Over to you

We’re ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we’re supporting people, and we’ll redefine what a career can be. If that sounds good to you, we’d love to talk

Is this role Politically Restricted?

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

Diversity & Inclusion

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome applications from Black, Asian and those of other non-white ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG.