

# Personalised Care Community Development Lead - Application Pack

Date: 10/05/2022



<b>Job Title:</b>	Personalised Care Community Development Lead
<b>Salary:</b>	NHS Band 7 £40,057 to £45,839 (+3% pension contribution)
<b>Working hours:</b>	30 per week
<b>Contract length:</b>	Fixed-term, 2 years
<b>Reports to:</b>	Public Voice Programme Manager
<b>Based:</b>	London Borough of Haringey

## Public Voice - Who are we?

Public Voice is a Community Interest Company (CIC) with a mission to improve neighbourhoods, the lives of the people who live in them and the public services they use.

We deliver a number of projects in Haringey and other London boroughs, including the statutory Healthwatch service in Haringey, Haringey Advice Partnership, as part of consortiums delivering information, advice and guidance, and Haringey Reach and Connect, a community navigation and support service for over 50s in Haringey, in partnership with Mind in Haringey and Wise Thoughts. We also manage a team of Social Prescribing Link Workers based in GP practices across Haringey, support Haringey's Joint Partnership Board, with several reference groups for adult social care users providing an interface between service users, the NHS and the Council, and provide advice and support for residents in the planning, regeneration and development of their homes and neighbourhoods through our Public Voice Neighbourhoods service.

We do this through community engagement, individual user engagement and community intervention, collecting the combined voices of citizens, gathering evidence and ultimately taking action to bring about positive change, now and in the future.

## **Statement of intent on equality, diversity and inclusion**

Public Voice is an equal opportunities employer and an anti-discrimination, pro-diversity and inclusion organisation.

We aim to go beyond the narrow scope of legislative compliance and follow best practice, making equality, fairness and diversity a fundamental part of all our activities.

We want to make sure that everyone is treated fairly and with dignity and respect by challenging discrimination and removing barriers. We recognise the benefits of different values, abilities, and perspectives, and celebrating people's differences. This means promoting an environment that welcomes and values diverse backgrounds, thinking, skills and experience.

We positively welcome applications from candidates from Black, Asian and Minority Ethnic Communities and also welcome applications from disabled candidates.

We celebrate the diversity within our staff team who are representative of the diversity in our local communities and continually strive to provide equal access to all.

### **The Role**

Responsible for the successful management and leadership of all aspects relating to the Haringey Community Cancer Link Worker project. Deliver social prescribing support to individuals with cancer from deprived wards in Haringey.

Upskill those working in social prescribing in the provision of support to those living with and beyond cancer in Haringey.

Line management of one Cancer Link Worker, and recruit volunteers as appropriate to support the delivery of the project. Support staff in their professional development, developing individual training and work plans. Support the Steering Group to ensure there is appropriate governance for the project, and to support the engagement of key partners.

## **About You**

We are looking for someone who has a degree and/or an appropriate professional qualification or equivalent (project management or health/nursing). Having relevant leadership/management experience, within the voluntary sector, NHS or in a similar environment.

Having a high standard of written and spoken English. You will need to have strong IT skills, able to use Microsoft Word, Excel, PowerPoint software to a high standard.

Able to work co-operatively with both clinical and non-clinical staff and to develop effective working relationships. Able to prioritise and work under pressure to strict deadlines.

You will need to have the ability to travel across the locality on a regular basis, including to visit people in their own homes, with experience of supporting people with long term conditions and/or cancer and their families in a related role. Showing empathy for people affected by cancer and able to deal with complex and difficult situations.

## **Job Summary**

### **Main Duties and Responsibilities**

#### **Project Management**

- Develop and improve the existing Community Social Prescribing model and referral pathways to respond to local need and the changing needs of individuals with cancer.
- Develop new and existing partnerships and agree working relationships across local Hospital Trusts, Primary Care, Voluntary and Community Sector Organisations (VCSOs), and other statutory services. Ensure integration with existing referral pathways.
- Support the Steering Group to ensure there is appropriate governance for the project, and to support the engagement of key partners.
- Develop and deliver a training package to support social prescribers to provide support, advice, signposting and referral, to people living with and beyond cancer and their families.
- Engage with VCS's and other relevant organisations to ensure their services are open to and supportive of people living with and beyond cancer and their families following referrals from Link social prescribers.

- Ensure appropriate data sharing and patient confidentiality processes and procedures are in place and adhered to.
- Ensure the project is effective and efficient in its delivery and operations. Use appropriate project management tools to support this.
- Explore opportunities for future funding and growth. In particular, seek opportunities for ongoing sustainability of the service beyond the initial funding, evaluation opportunities, and growth within Haringey.

## **Clinical**

- Accept referrals for people with cancer who wish to benefit from community support, focusing on people who are isolated. This includes self-referrals and online enquiries.
- Proactively contact, engage, and inspire people to take part, assessing their needs and offering a personalised approach to include face to face meetings, home visits, telephone support as required.
- Motivate, empower, and encourage people to take positive action to improve their health and wellbeing, by connecting with others, attending groups, promoting self-care, volunteering, accessing advice and information and support services. Set goals and develop plans with people to help them take control of their health and wellbeing.
- Work with people in a supportive, holistic way (using a Motivational Interview approach) to address what matters to them. For example, practical and psychological need, such as lack of transport, low confidence, and social isolation.
- Using the Charity Log CRM system and directory, support people to choose appropriate community activities to support their wellbeing, such as exercise groups, self-help groups, debt advice, community gardening, and Haringey Circle.
- Maintain regular, supportive contact to address issues as they arise and ensure people progress and achieve their goals.
- Ensure all necessary data and information about patients, users and volunteers is recorded accurately and confidentially on the CRM database with awareness of information governance best practice.
- Use recognised tools with patients to track improvements in their health and wellbeing, such as Warwick Edinburgh scale and Work with GP practices to review data on GP appointments and hospital admissions to track statistical improvements at practices.
- Engage with Patient Participation Groups, existing community groups, patients and staff to promote volunteer opportunities.
- Work closely with the locality Community Navigator team to benefit from the co-ordination of activities and link in with the wider service offer.

- Help to identify opportunities and activities in the local area which people could benefit from, such as local community groups, make contact, engage them in the service and register them on the CRM directory (with support from colleagues).

### **Staffing:**

- Line management of one Cancer Link Worker, and recruit volunteers as appropriate to support the delivery of the project.
- Support staff in their professional development, developing individual training and work plans.

### **Finance & Budgets:**

- Support project budget management, including forecasting expenditure.
- Monitor and document income and expenditure according to Public Voice and procedure.

### **Monitoring & Evaluation:**

- Support the development of the monitoring and evaluation framework for the project, ensuring it is appropriate and effective.
- Prepare and submit reports to NCL CCG and other partners as required.
- Collect and evaluate relevant data and prepare information for wider dissemination highlighting outcomes of the project.

### **Marketing & Promotion:**

- Create and utilise communication plans. This should include patients and the public, primary care professionals, other health care professionals, and other stakeholders.
- Pin collaboration with comms colleagues, prepare and deliver strategies and plans for the project that encompass a variety of modes including; press releases, social media, the website and attending community events.

### **Generic Duties and Responsibilities:**

- Adhere to policies and procedures concerning data protection and health and safety.
- Be committed to the promotion of equality, diversity and inclusion for others, both colleagues and clients, and maintain an awareness of the equality and diversity protocol; to work to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected and to report any instances of inappropriate behaviour or discrimination.
- To be fully aware of and understand your own, and the projects duties and responsibilities in relation to safeguarding.

- Be part of a wider team of Social Prescribing Link Workers who work across a variety of GP Practices in Haringey, and within the Public Voice Team.
- Work with people in a supportive, holistic way (using a Motivational Interview approach) to address practical and psychological barriers, such as lack of transport, low confidence and social isolation, to co-produce a solution.
- Use EMIS to record patient interactions and any actions that come out of your conversations.
- To carry out any other reasonable duties and responsibilities within the overall function, commensurate with the grading and level of responsibilities of the post.

<b>Person specification</b>		
<b>Knowledge and Qualifications</b>	Essential	Desirable
High standard of written and spoken English	•	
Degree and/or an appropriate professional qualification or equivalent. (project management or health/nursing)	•	
Training in motivational coaching and interviewing or equivalent experience		•
Evidence of continued role development	•	
Knowledge of equalities issues and strong commitment to the promotion of equality in healthcare	•	
<b>Experience</b>		
Relevant leadership/management experience, within the voluntary sector, NHS or in a similar environment	•	
Proven experience in service improvement and development	•	
Experience of working directly in a community development context, adult health and social care, learning support or public health/health improvement	•	

Experience of supporting people with long term conditions and/or cancer and their families in a related role	•	
Experience of data collection and using tools to measure the impact of services	•	
Experience of partnership/collaborative working and of building relationships across a variety of organisations	•	
Experience in co-ordinating a patient workload	•	
Experience in teaching healthcare workers	•	
<b>Skills and Abilities</b>		
Project management skills	•	
Proven track record of working under pressure to strict deadlines	•	
Ability to prioritise effectively	•	
The ability to both work co-operatively with both clinical and non-clinical staff and to develop effective working relationships	•	
IT skills. Able to use Microsoft Word, Excel, PowerPoint software to a high standard	•	
Ability to show empathy and understand the difficulties faced by people affected by cancer	•	
Able to deal with complex and difficult situations	•	
Ability to motivate self and others	•	
Ability to produce concise and insightful written materials for senior stakeholders or a broader audience as appropriate	•	
Can create and deliver presentations to a broad range of different stakeholders	•	

<b>Specific Requirements</b>		
Meets DBS reference standards and criminal record checks	•	
Ability to travel across the locality on a regular basis, including to visit people in their own homes	•	

## Application and selection

To apply, you are asked to provide:

- A copy of your CV.
- A personal statement of no more than two sides of A4 detailing why you are applying and how you meet the person specification criteria – all applications will be reviewed against the person specification criteria, so it is important to address these in your personal statement.
- A completed monitoring form.

You are also asked to supply contact details for two referees, one of whom should be a current or recent employer or someone who has known you in a professional capacity.

Applications should be submitted via email to [info@publicvoice.london](mailto:info@publicvoice.london)

The deadline for all applications is **Monday 23<sup>rd</sup> May 2022, at 9.00am.**

If shortlisted, you will be invited to an interview, where there will also be a practical test relating to the job role.

Interviews will be held on Friday 27<sup>th</sup> May 2022.

If you require the application pack in an alternative format or for any other enquiries, please call the office on 020 3196 1900.