

Role profile

- **Job title:** Ageing Well Programme Manager (Secondment - Maternity Cover)
- **Grade:** 9
- **Business area:** Public Service Reform
- **Reporting line:** Strategic Lead – Age-Friendly Strategy
- **Team:** Greater Manchester Ageing Hub

Job Purpose

This role is to provide maternity cover for the Ageing Well Programme Manager within the Greater Manchester Ageing Hub, leading the Ageing Well portfolio as part of the Greater Manchester Age-Friendly Strategy.

The post holder will provide strategic leadership across a range of ageing well priorities, including Live Well in Later Life, falls and frailty prevention, and other key ageing well programmes. Working across the Greater Manchester system, the role will bring together partners from local authorities, particularly public health and adult social care colleagues, NHS Greater Manchester, the VCFSE sector, academia, and wider public sector organisations to design, deliver and implement initiatives that improve outcomes for older people and reduce health inequalities across the city region.

This is a highly collaborative role that requires the ability to build and maintain strong relationships across a complex partnership landscape. The successful candidate will be a confident and experienced programme manager, capable of operating strategically while maintaining oversight of programme delivery and supporting the wider work of the GM Ageing Hub team.

A strong understanding of the public health, adult social care and NHS landscape is essential, particularly from a locality and place-based perspective. The post holder will

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be expected to bring knowledge and experience of how services, partnerships and decision-making structures operate at locality level, and how these connect with and influence Greater Manchester-wide priorities.

Experience of working with, or alongside, locality place partnerships will be particularly valuable. An understanding of the opportunities these partnerships provide to drive integration, improve population health outcomes and deliver preventative approaches for older people will enable the successful candidate to maximise the impact of the Ageing Well Programme. They will use this knowledge and insight to strengthen existing relationships, identify opportunities for collaboration and support the continued development and delivery of age-friendly and ageing well priorities across Greater Manchester.

Key Responsibilities

Strategic Leadership of the following:

Support of the delivery of **‘Live Well in Later Life’** in relation to ‘Health Creation.’

- Co-lead developing an integrated approach to supporting people to live well as they age in partnership with key leaders from Frailty, Dementia and Adult Social Care in GM.
- Oversight of the delivery and implementation of the VCSFE sector support programme.
- Maintain oversight of the local implementation of the EqlA across Live Well in Later Life.

Development and delivery of the Greater Manchester Falls and Frailty agenda, including coordination and development of the **‘Greater Manchester Ageing Well: Falls & Frailty Collaborative,’** along with implementation and delivery of the following:-

- Embedding the use of the **eFalls algorithm across primary care in Greater Manchester** to support proactive falls prevention, scaling learning from the SWAN PCN pilot in Wigan.
- Securing system-wide alignment of the **GM Falls Prevention Outline Business Case and Frailty Improvement Plan** with commissioning intentions from April 2027, backed by GM and locality leadership, and embedded within locality and neighbourhood health plans.
- Clear integration of **falls and frailty within the Greater Manchester Collaborative**, positioning this agenda as a whole-system priority and a shared responsibility; include learning from the NHIP on frailty work in Rochdale and Stockport; awareness in the wider workforce and community-led activity.
- Working to build a connection with the housing, aids, and adaptations work, as well as continuing to understand the impact of prevention.

Oversight of a range of key ageing well priorities in relation to older people such as physical activity, women’s health, older people’s mental health, gender-based violence, culture & creative health. *(This list of other ageing well priorities will only be required if we successfully appoint a full-time secondment. This wouldn’t be required if we recruit on a part-time arrangement).*

General

1. To always hold yourself and others to a high standard of professionalism, demonstrating your commitment to our values and behaviours as well as ensuring service confidentiality is maintained throughout all we do.
2. Working with other teams internally and externally collaboration is maximised and supporting on activity where appropriate.
3. Ensure the services delivered internally and externally are inclusive and accessible.
4. To align work area to the Sustainability Strategy and ensure work practices are inclusive of this value & strategic intent.
5. Meeting schedule for the role, including chairing responsibilities of a range of different meetings.
6. Line management of the Grade 6 Project and Policy Officer & potentially other posts in the team (involving general support, monthly 1-2-1's, and the delivery of 2x performance review appraisals (PRA's) throughout the 12 months ***(Line Management responsibilities will only be required if we successfully appoint a full-time secondment. This wouldn't be required if we recruit on a part-time arrangement).***

Knowledge, Skills, and Experience

Required skills for the role:-

Programme and Project Management

- Develop and manage the ageing well programme, action plans, and the required reporting processes in partnership with the Ageing Hub management team.
- Identify and manage risks appropriately, ensuring appropriate mitigation and escalation when required.
- Coordinate and support the dissemination of key findings and learning across the programme through the relevant channels locally, regionally, nationally, and internationally if necessary.

Knowledge and experience

- Experience of working within a locality setting, with a strong understanding of NHS Place Partnerships and integrated working across adult social care, public health and the VCFSE sector to improve outcomes for older people.

Governance and Reporting

- Prepare quality reports, briefings, presentations and papers for senior leaders, boards, governance groups when required. Identify and manage risks appropriately, ensuring appropriate mitigation and escalation when required.
- Ensure compliance with organisational policies and reporting requirements in line with the GM Ageing Hub management team.

Financial Management

- Support the management team with the Ageing Hub programme budgets, grants, and commissioned activity.
- Contribute to funding proposals, business cases, and sustainability planning as required.

Communication and Engagement

- Develop and maintain productive relationships with partners across local authorities, NHS organisations (public and population health and adult social care), integrated neighbourhoods teams, VCSFE organisations, academic institutions, and national and international bodies.
- Develop and maintain strong stakeholder engagement approaches that ensure programmes are informed by evidence, lived experience and co-production principles.
- Support the promotion and dissemination of good practice and learning from the Ageing Well programme cross Greater Manchester and beyond.

FOR ROLES EXEMPT FROM THE REHABILITATION OF OFFENDERS ACT:

This role is exempt from the Rehabilitation of Offenders Act (1974) and will require disclosure of all convictions including those considered spent under the Act. The role holder will be subject to an Enhanced level check by the Disclosure & Barring Service.

FOR POLITICALLY RESTRICTED POSTS:

This post is a politically restricted post, as defined by the Local Government and Housing Act 1989 (as amended by Section 30 of the Local Democracy, Economic Development and Construction Act 2009) on one of the following grounds:

- the post is that of a Chief Officer or Deputy Chief Officer or
- the post has delegated powers to discharge the functions of the Authority; or
- the duties associated with the post include giving advice on a regular basis to the Authority, to Committees or Sub-Committees of the Authority (including member panels, Sub-Committees etc.) or to joint committees on which the Authority is represented or give advice to Executive Members, Committees or speak to the media.

The post holder has a right to appeal to the GMCA Chief Executive against the classification of their post as politically restricted.

Corporate Duties

Do not behave in way which discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.

Safeguard at all times confidentiality of information relating to staff and pensioners. Refrain from smoking in any areas of Service premises.

Behave in a manner that ensures the security of property and resources. Abide by all relevant Service Policies and Procedures.

Records Management / Data Protection - As an employee of the GMCA, you have a legal responsibility for all records (including employee health, financial, personal and administrative) that you gather or use as part of your work with the Service. The records may be paper, electronic, audio or videotapes. You must consult your manager if you have any doubt as to the correct management of the records with which you work.

Confidentiality and Information Security - As a GMCA employee you are required to uphold the confidentiality of all records held by the GMCA, whether employee records or GMCA information. This duty lasts indefinitely and will continue after you leave the GMCA employment. All employees must maintain confidentiality and abide by the Data Protection Act.

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Data Quality - All staff are personally responsible for the quality of data entered by themselves, or on their behalf, on GMCAs computerised systems or manual records (paper records) and must ensure that such data is entered accurately and, in a timely manner, to ensure high standards of data quality in accordance with Departmental protocols. To ensure data is handled in a secure manner protecting the confidentiality of any personal data held in meeting the requirements of the Data Protection Act.

Health and Safety - All employees of GMCA have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable GMCA to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Service's undertakings.

Service Policies - All GMCA employees must observe and adhere to the provisions outlined in these policies.

Equal Opportunities - GMCA provides a range of services and employment opportunities for a diverse population. As a GMCA employee you are expected to treat all employees / partners / members of the public and work colleagues with dignity and respect irrespective of their background.