

ROCHDALE BOROUGH COUNCIL

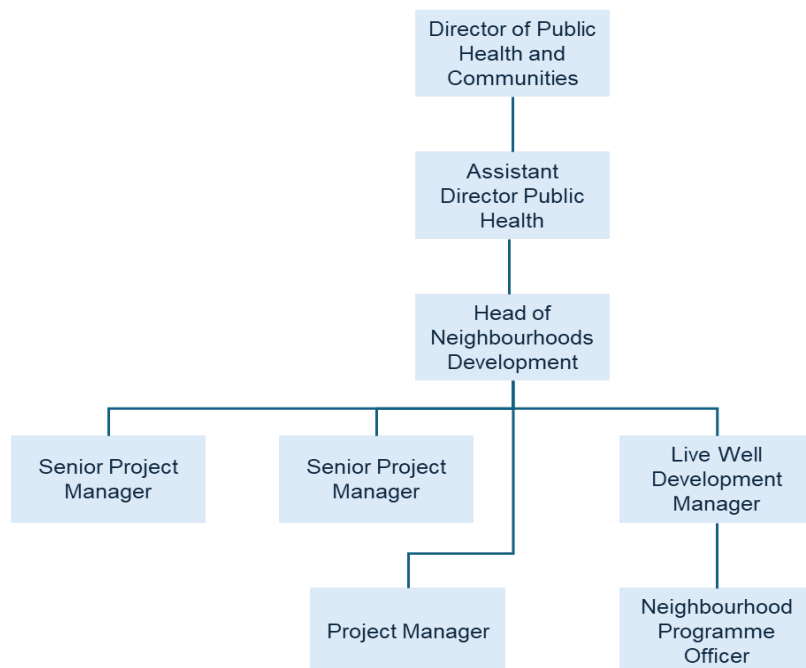
JOB DESCRIPTION

Title	Live Well Development Manager
Location	Number One Riverside, Rochdale
Grade	Grade 10
Accountable to	Public Health Assistant Director
Accountable for	Neighbourhood Programme Officer
Responsible to	Head of Neighbourhoods Development
Hours of Duty	37 Hours per week in accordance with the Authority's scheme of flexible working
Key Relationships	HMR NHS Integrated Care colleagues, Wider health and care partners, Wider council services, Cabinet members, Voluntary and third Sector Partners, Commissioning and Procurement Colleagues, Private sector

Any Special Conditions of Service

- The authority operates a smoke free policy for all employees and applies to any buildings and associated grounds within the immediate vicinity of the building which is wholly owned leased or operated by RBC.
- Attendance at meetings conferences or other events out of hours which will be compensated in accordance with Local Conditions of Service.
- Requirement to travel within and outside the Borough for which a mileage rate allowance is payable.
- The Council is committed to safeguarding and promoting the wellbeing of vulnerable adults. It expects all staff to share this commitment.

Organisational Chart



Purpose and Key Objectives of the Job

1. To lead and develop transformational programmes of change in relation to the Live Well Programme priorities as set out within the Rochdale Locality Plan, Health and Wellbeing Board priorities and Neighbourhood Plan
2. To lead the delivery of priority work streams as set out within the Neighbourhood Plan, and as per ambitions set out within the Rochdale Locality plan.
3. To lead the planning and delivery of one or more of the key work streams of Live Well. (e.g. Centres, spaces and offers, community power, community wealth, enhanced live well, live well in later life) linking to other key programmes to address wider determinants.
4. To adopt systems leadership methods in the pursuit of ensuring that Live Well becomes part of everyone's business, including the public, voluntary and private sector.
5. To be accountable for planning and delivering programmes of work in support of reducing health inequalities.
6. To understand the needs of local communities through data, insight, engagement and co-production in support of redesigning services, support and offers across Rochdale.
7. To ensure that the programmes are delivered through commissioned (and where appropriate non-commissioned) activity and other local organisations, in particular by supporting services to engage and empower local residents to improve their social, economic, environmental and physical wellbeing.
8. To identify, inspire and mobilise delivery partners from across all sectors and forge effective working relationships that will enable resources to be managed productively
9. To inspire enthusiasm and innovation for the aims of key programmes, and act as an ambassador for programmes locally, regionally and nationally where appropriate.

Control of Resources

1. Personnel: To be responsible for the direction, support and motivation of self and staff allocated to the post holder. They will also be responsible for motivating and supporting a range of other staff for whom they do not have direct control. Thus a high level of skill in influencing others is required.
2. Financial: The post holder will have a key role in supporting the redesign of services, support and offers as part of Live Well centres, spaces and offers work stream. The post holder will be responsible for working in accordance with the financial regulations and procedures. And will have delegated management responsibilities for a budget relating to services to the value of between £250k and £2m which may change over time depending on changes in commissioning arrangements.
3. Equipment: To be responsible for the safe use and maintenance of all materials and equipment allocated to the post holder or used by staff allocated to the post holder.

Health/Safety/Welfare

Responsibility for the safety and welfare of self and colleagues in accordance with the health and safety policies of the Council

Equality and Diversity

To work in accordance with policy relating to the promotion of Equality and Diversity

Training and Development

Responsible for assisting in the identification and undertaking of his/her own training and development requirements as per the councils Performance management Framework

Relationships (internal and external) not exclusive

- HMR NHS Integrated Care colleagues
- Wider health and care partners
- Wider council services
- Cabinet members
- Voluntary and third Sector Partners
- Commissioning and Procurement Colleagues
- Private sector

Responsibilities

The post holder must:

- Perform his/her duties in accordance with Rochdale Borough Councils Equality and Diversity Policy
- Ensure Rochdale Borough Councils commitment to public service orientation and care of customers
- Ensure that the values and behaviours of Rochdale Borough Council as set out in 'The Rochdale Way' are adhered to.

Values and Behaviours

Approach the job at all times using the values set out below:

- Proud of the difference we make
- Passionate about the diversities of the Borough
- Pioneering and Open in our Approach

Principal/Specialist Duties

1. To lead on the development of Live Well related strategy and policy and the subsequent development of implementation plans in relation to work streams.
2. To forge and develop effective links and partnerships with key partners, ensuring full engagement to drive forward improvements in health and wellbeing across the system.
3. Provide expert advice in relation to the development of key Live Well policies and programmes, utilising expert skills in the analysis and interpretation of evidence and data
4. Establish partnership arrangements in support of the delivery of strategic plans and propose governance arrangements in relation to the delivery of these plans.
5. To analyse, interpret and present a wide range of evidence and data in order to develop a compelling case for intervention, constructing robust needs assessments, business cases or options appraisals for a range of Live Well programmes.
6. To develop, propose and promote business plans and proposals relating to programme development and delivery, including setting out investment plans, key performance indicators and outcomes and establishing monitoring arrangements in support of their delivery.
7. To approve delivery plans, including setting targets and measures to support effective programme delivery across wider system performance management frameworks on behalf of and in partnership with a range of programme boards.
8. To ensure the views of Rochdale residents and community stakeholders are taken into consideration in the planning of the programmes.
9. To champion, drive forward and oversee the development and delivery of Live Well programmes.
10. To commission activity that delivers the objectives of the Live Well programmes.
11. To lead programme delivery boards, reporting progress to the Live Well System Group and Neighbourhood Programme Group.
12. To be responsible for a defined budget, to include responsibility for sign-off of contracts and subsequent budgets.
13. To identify and act upon any opportunities to secure external funding.

14. To identify and manage emerging or anticipated risks.
15. To advise relevant Programme board/s on commissioning decisions and other expenditure of the programme budget as a whole.
16. To manage a delegated budget relating to commissioned services including setting out business cases relating to new service delivery in partnership with senior members of the Live Well System Group and Neighbourhood Programme Group.
17. To work with partners across Greater Manchester to support the development of integrated and where appropriate cross borough commissioning of services and strategy development.
18. To establish and maintain a strong network of contacts from across all sectors and maximise opportunities to join existing networks related to Live Well programmes
19. To manage conflict and challenge amongst stakeholders, including internal conflict or that which may arise amongst external stakeholders, advising officers and members and the programme board as appropriate as to resolution.
20. To ensure effective working relationships with other managers across wider council and the system, as well as elected members and partners in other organisations locally, regionally, and nationally, to deliver the objectives of Live Well and neighbourhood working.
21. Support the development and work of Strategic Boards and groups within the Borough and GM.

People Management

22. To create, foster and maintain a working environment which encourages creative thinking, innovative practice and a clear focus on delivering positive outcomes.
23. To provide day-to-day line management/supervision to staff including support, motivation, recruitment, appraisal and development.
24. To motivate and engage others who are key to delivery of programmes including elected members, council officers and partners creating the right working environment to influence effective delivery of the food and health programme.

Representation and sharing Learning

25. To establish and manage an effective communications and marketing strategy
26. To ensure lessons learnt are shared, communicated and applied to future working practice.
27. To identify opportunities to share the learning gained at local regional and national events

Secondary Duties

1. The post will support partners in implementing key aspects of the Rochdale Locality plan. It will support the development of initiatives and projects within the borough that fit with the GM Devolution Plan - 'Taking Charge of health and Social Care in Greater Manchester'.
2. To adopt a 'self-starter' approach to identifying day to day work priorities, with the agreement of the appropriate line manager.
3. To work flexibly to support the council's wider public health programme.
4. To proactively seek out the advice and guidance of others at all levels, including relevant directors, members and other appropriate individuals from external organisations, including where appropriate, negotiating with individuals to affect the aims of the programme
5. The post holder will ensure compliance with relevant corporate governance procedures and establish and maintain strong partnerships with other teams across the Council and NHS partners. They will maximise the benefits of working within a politically led organisation and with NHS partners.

Job Description Prepared by: Lianne Davies _____ **Date:** June 2026

Agreed by post holder: _____ **Date:** _____

Supervisor _____ **Date:** _____

Service Director: Lianne Davies _____ **Date:** June 2026

Person Specification

Service	Public health	Post	Live Well Development Manager
Section	Public Health Specialist Team	Post Number	
Job Ref		Grade	G10

	Criteria	Essential(E) Desirable (D)	How identified Application(A) Interview(I)
(a) Special Working Conditions			
1	Able to work some evening and weekends if required	E	A
2	Able and willing to travel in the course of duties	E	A
(b) Qualifications and Experience			
3	Educated to degree level	E	A
4	Evidence of post graduate study (for example a PGDip or Masters) in public health/public health intelligence or related area or clear evidence of working towards such	E	A
5	High level of understanding of key Local Authority, public health and integrated health and care functions and responsibilities	E	A
6	Experience leading the development, management and delivery of complex, wide-ranging and high-profile, multi-agency projects	E	I
7	Experienced in effectively communicating and engaging with a wide range of internal and external bodies, building partnerships and productive working relationships	E	I
8	Experience of successfully managing resources, including experience of managing budgets to achieve value for money, and influencing investment from other stakeholders	D	A
9	Experience of working in areas of social and economic deprivation and/ or with ethnic minority communities	E	A
10	Demonstrable experience of working autonomously with minimum supervision, using a high level of own initiative and discretion	E	A
11	Extensive experience of managing competing priorities effectively and responding to deadlines at short notice	E	I
12	Experience of working with a wide range of stakeholders including those from the public, private and voluntary sectors	E	A
13	Experience of leading the implementation of key programmes across partners.	E	I
14	Experience of project management	E	A
(C) Skills and Knowledge			
15	Highly effective presentation and communication skills, and the ability to deploy these skills to a range of audiences	E	I
16	Highly developed interpersonal skills, and the ability to apply these effectively in forging strong working relationships with a range of diverse partners	E	I

17	Excellent negotiating skills to identify and facilitate effective delivery of programmes of work through partnership working	E	I
18	Ability to operate effectively within the governance arrangements, political context, and financial constraints of a large public-sector organisation	E	A
19	Demonstrates the ability to inspire, motivate and engage others	E	I
20	Ability to rapidly assimilate and understand local issues	E	I
21	Good level of IT skills including proficiency in using Microsoft Word, Power point, Excel and internet.	E	A
22	Excellent communicator including excellent writing, report writing and presentation skills: capable of constructing and delivering clear ideas and concepts concisely and accurately for diverse audiences.	E	I
23	Problem solving skills and ability to provide fit for purpose solutions	E	I
24	Able to work under pressure, balancing a complex portfolio of work relating to a variety of topic areas	E	A
25	Excellent negotiating and influencing skills	E	I
26	High level of understanding of knowledge of project management techniques and their application	E	I
27	An understanding of the politically sensitive environment in which local authorities operate and an awareness of the role of locally elected politicians	E	I
28	Skills to support evaluation and monitoring to services and outcomes	E	I
(d) Values and Behaviours			
29	Approach the job at all times using the values set out below: • Proud • Passionate • Pioneering and Open	E	A

This job description and person specification are an outline of the tasks, responsibility and outcomes required of the role. The job holder will carry out any other duties that may reasonably be required by their line manager.

The job description and person specification may be reviewed on an ongoing basis in accordance with the changing needs of the Department of the Organisation.

JOB DESCRIPTION AGREEMENT

Job Holder's Signature:	Date:
Head of Department Signature:	Date: