



Principal Manager, Mental Health Social Work Service

Service	Reporting to	Location	Grade
Adult Social Care	Head of Service, Adult Social Care	Civic Centre, Swinton	5C

About the role

The Principal Manager has a key role in providing managerial leadership and operational oversight of the delivery of statutory duties outlined under the Care Act (2014), Mental Health Act (1983, as amended) and other relevant legislation.

As part of the Adult Social Care Management Team, you will contribute to the overall management of the Mental Health Social Work service and weekday AMHP Hub to ensure the needs of individuals are responded to in line with the legislative framework.

As a Principal Manager, you will have overall responsibility for the performance management of the teams within your responsibility and will be asked to lead your service areas, promoting and role modelling the use of strength-based practices, both in the care we offer to Salford people as well as the supervision offered to staff to ensure your services deliver best practice.

As a senior leader, you will use evidence-based approaches and business intelligence to inform best practice, ensuring the service facilitates high support and high challenge. To support CQC preparation within Adult Social Services, you will be working closely with partners and be responsible for leading improvement streams outlined in the ASC Business Plan and CQC Improvement Plan.

In undertaking the role of Principal Manager, you could be asked to work in different service areas across the Adult Social Care Directorate, dependent upon the skills, knowledge and competency requirements of that role. **The role will require participation in on-call arrangements.**

Leadership behaviours:

As a values-based leader you will:

- Provide professional advice, demonstrating credibility through proven management experience.
- Model the values and embed them into the way your team delivers services.
- Hold people accountable for demonstrating the values.
- Respect and care for others, treating everyone fairly, valuing and welcoming diversity, respecting people's identity, listening and acting on the things people say to enable everyone to achieve their full potential.
- Be honest, taking responsibility for your actions and decisions.

- Use resources that you are trusted with wisely.

To lead others, you will:

- Listen to understand, not to defend.
- Give people the freedom to use their initiative.
- Provide opportunities for people to discuss and solve problems and issues – focused on learning, not blame.
- Regularly provide coaching and support to others to help them achieve their objectives and potential.
- Appreciate and build on people's strengths.
- Motivate, engage, encourage and inspire others in order to be the best they can be.
- Build lasting productive relationships with residents, partners and elected officials.
- Role model the importance of undertaking continuous professional development to maintain and improve skills, reinforcing the commitment to excellence

To lead outcomes, you will:

- Be visible, inject pace, vigour and purpose.
- Expect high standards; mediocrity is not acceptable.
- Take an evidence and whole system approach in making decisions.
- Maximise technology and models to deliver quicker, easier, better services.
- Have a digital mindset, fully utilising digital systems and solutions to deliver services efficiently and effectively.
- Set context and challenging goals that will motivate people to take ownership, maximise performance, and develop.

To build and communicate a vision for the future you will:

- Be optimistic and ambitious for the city and its people, helping others to understand the need to change how we do things.
- Build strong collaborative relationships to find creative ways to make services more sustainable and flexible.
- Demonstrate high levels of skill in communicating both verbally and in written form, service direction as well as messages that may be sensitive or challenging in nature.
- Recognise and value the strengths of people and places, taking a strengths-based approach to make the most of opportunities.
- Support people through change, in undertaking new things, and taking risks.
- Take a place and whole system approach in designing, delivering, and leading services, developing solutions with our partners.
- Ensure inclusion is integral to service delivery and organisational performance and develop a resilient, diverse workforce who reflect the increasing diversity of our city.
- Be optimistic and ambitious for the city and its people, helping others to understand the need to transform public services.

Key outcomes

- You will have oversight and management of the day-to-day delivery of all aspects of the Mental Health Social Work service and AMHP Hub. Your role will have a focus on the quality and improvement of practice and service delivery.
- You will lead on organisational changes, improvement plan workstreams and service contingency plans to support sustainability. This will focus on ensuring all work is outcome-based and achieved within statutory expectations.
- You will be accountable to the Head of Service for the development and delivery of effective service provision and to inform strategic plans and priorities.
- You will be accountable to the Head of Service for staff care and development of the team, for the health and safety of staff and individuals, and the safety of equipment and operations within the team.
- You will lead your service area in ensuring support is delivered within the budget envelope and, where recovery action is required, formulate and lead efficiency programmes that deliver value for money and support efficiently. You will also authorise spending in line with the financial scheme of delegation.
- You will lead your service area in effectively addressing the areas of learning from audits of practice, feedback that the people we support and their carers offer, from complaints, SARs, CQC inspections, and the coroner's court. This is to ensure good and outstanding services are in place for the adults we support.
- You will offer management oversight and lead Team Managers to ensure documentation, case management record keeping, and communication with partners is recorded in an accurate and timely way to ensure a good standard of support is offered to Salford people at all times.
- You will be responsible for ensuring regular communication is in place with your service and with partner organisations for areas of work that you are leading on. In doing so, you will ensure strategies and systems are in place to enable appropriate sharing of data and information.
- You will ensure that services are targeted, developed and delivered within policy and legal obligations.
- You will manage organisational change and development requirements in light of internal and external trends and influences, by keeping up to date with all new legislation, guidance and Corporate and Directorate policies and procedures.
- To contribute towards the preparation and updating of policies and procedures.
- To confidently enforce a high support, high challenge culture within our outcomes resolution duties.

- You will contribute positively to the Business Plan Objectives and vision, by implementing and monitoring the performance of strategic plans and ensuring that objectives within all relevant plans are met.
- As a senior leader, you will represent adult social care both in conducting statutory and partnership functions, which include, but are not limited to, Parole Board Hearings, Safeguarding Adult Review Panels, Domestic Homicide Reviews, Complex Housing Panel, High Risk Panel and Multi-Agency Public Protection Arrangements.
- You will work collaboratively and inclusively with colleagues, partners and members of the public, ensuring equality of opportunity for everyone and eliminating direct or indirect discriminatory practices/behaviour.
- You will ensure the regular and effective analysis, monitoring, measurement and maintenance of the performance of the team to ensure impact on outcomes for adults is understood.
- To analyse, monitor, and support each member of the team's contribution towards these in order to secure continuous improvement in the services provided and address any issues which may affect service delivery.
- To ensure that systems are put in to effectively recruit and train employees appointed to the service and in line with the Safe Recruitment Policy.
- You will ensure that you develop and maintain excellent working relationships with service areas and external partners to ensure good practice is maintained and improved.
- To deputise on behalf of the Head of Service as required and carry out any other appropriate duties as may be assigned by the Directorate.

What we need from you

To model and demonstrate our values and behaviours and the **Essential & Desirable Criteria** below;

Qualifications

Social Work qualification, recognised by Social Work England

Professional Registration

Registered as a Social Worker with Social Work England

Desirable – Education to Masters / Fellowship level. Diploma in management. A post-qualification specialism e.g. AMHP, BIA, Practice Educator.

Knowledge, Training & Experience

Post-qualification experience and several years of leadership in managing ASC Statutory Services.

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Proven expertise in providing strategic senior leadership in adult social care services, with a strong track record in the development and execution of comprehensive policies and strategies.

Comprehensive knowledge of the Care Act 2014, the Mental Capacity Act 2005, the Mental Health Act 1983 (as amended)), alongside other pertinent legislation.

Significant knowledge, commensurate with the relevant Professional Capability Framework and Knowledge and Skills Statement and regulatory standards.

Knowledge of current national and local policy and associated national frameworks relating to Adult Social Care and the AMHP function..

Evidence and experience in implementing strengths-based approaches in Adult Social Care.

Detailed knowledge and understanding of the implementation and management of complex casework processes and procedures.

Experience of navigating and addressing complex, sensitive policy issues that span multiple professional boundaries, within a complex organisation and health and social care system.

Substantial experience in leading services through change or leading the implementation of projects and plans.

Demonstrated effective experience in establishing and maintaining effective partnerships and negotiations with diverse multi-agency groups spanning the public, private, and voluntary sectors. Proven ability to engage in creative and collaborative initiatives, underpinned by a comprehensive understanding of Adult Social Care duties within a multidisciplinary framework.

Demonstrated expertise in leading and navigating change, driving service improvements, and leading developmental initiatives within a large and complex organisational framework.

Experience in overseeing and optimising departmental budgets, ensuring alignment with strategic goals while driving financial efficiency and accountability.

Demonstrated ability to analyse complex financial data, forecast trends, and implement cost-saving initiatives that enhance overall organisational performance.

Comprehensive expertise in governance frameworks and strategic risk management.

Demonstrated ability to consistently achieve targets and objectives in high-pressure environments, effectively navigating challenging deadlines and obstacles.

Demonstrated expertise in leading a diverse service with multiple teams and effectively implementing comprehensive human resource strategies to drive success.

Desirable

Organisational awareness and an understanding of the political agenda and can use this knowledge and communication skills to manage sensitive discussions, negotiations and complaints with service users, other professionals, agencies, elected members and MP's.

- At least three years management and supervisory experience in adult social care and safeguarding in a statutory setting.
- Prior experience managing an AMHP service. This may include managing the AMHP function at an Emergency Duty Team.

Skills & Abilities

Demonstrate track record of leading teams or services to achieve improved outcomes for adults.

Proven capability to engage and collaborate effectively at the senior management level.

Demonstrate a level of resilience that equips you to manage and lead effectively in a complex, high-demand and challenging environment.

To be a skilled communicator who communicates with clarity, conviction and enthusiasm and is able to demonstrate integrity, create rapport and build trust and confidence.

Ability to translate complex ideas and information into meaningful and 'user-friendly' information; ability to 'tell the story' to bring people along and ensure all audiences understand the key messages.

Ability to motivate, engage and develop people to deliver shared outcomes.

To be an excellent communicator using various mediums to achieve the best results.

To build strong, collaborative relationships to find creative ways to make services more sustainable and flexible.

Well-developed analytical skills and an ability to think critically.

Ability to address complaints effectively by acting as an investigating officer when required.

Undertake effective audits of practice and ensure positive impact on staff and outcomes.

To remain strengths-focused under challenging circumstances.

Skilled in engaging with individuals and senior leaders across the organisation and community, facilitating meaningful interactions and fostering strategic collaboration at all levels to drive organisational success.

Analytical and problem-solving skills with the ability to make decisions by identifying key points from complex data and multiple information sources.

Possess positive organisational and planning skills that enable you to recognise and respond appropriately to risks, issues and dependencies.

Proficient in information technology systems, including file management, safe and effective internet usage, Outlook, word processing, PowerPoint, Access, Power BI, and Excel.

Skilled in delivering presentations and producing high-quality reports.

Ability to travel across Salford and the Greater Manchester area either through use of a vehicle insured for business use or using alternative personal or public transport.

Desirable

Have a proven ability to efficiently and effectively plan and manage budgets and deploy resources to meet service priorities and changing demand.

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What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

Professional Development

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](https://www.instituteforapprenticeships.com/) website.

A digital organisation

Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea website](#).

Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

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Role details

Completed by:

Date:

Job code:

Job score:

Date of evaluation:

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