Head of Neighbourhood Services — Role Profile

Service: Adult Social Care – Adults and Wellbeing Directorate
Band: SM4A
Reporting to: Director of Social Work and Social Care
Responsible for: Service Managers across the Neighbourhood Teams

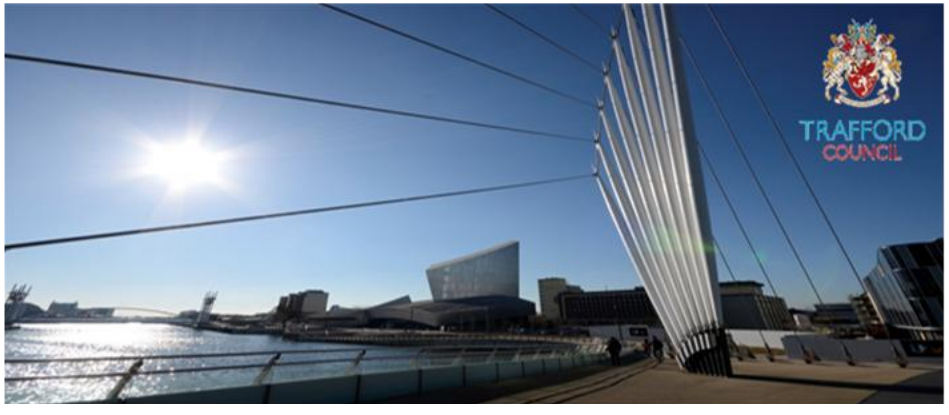
About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Trafford – where all our residents, businesses and communities thrive

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring.

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

As head of Neighbourhood Services, you will have professional leadership and oversight for the operational delivery of the Adult Social Care service within our neighbourhoods in Trafford. You will ensure that the highest standards of provision are met in line with the statutory requirements of the Care Act 2014. You will work collaboratively with Trafford Local Care Organisation (TLCO), to bring community health and social care services together in our 4 neighbourhoods to form Integrated Neighbourhoods Teams (INTs). Our INTs will drive our collaborative approach, developing partnerships and building on existing community assets to facilitate improved delivery specific to each neighbourhood. This will ensure we are able to provide improved care closer to home and to support the people of Trafford to live healthier, more independent and fulfilling lives and be part of a thriving and supportive community.

You will also work with your Departmental Management Team (DMT) colleagues in the delivery of the Improving Lives Everyday improvement programme, to meet our transformation challenges, ensuring all business in your portfolio is aligned to this framework.

You will Promote Trafford's vision, objectives and priorities effectively to staff, partners and the public and inspire others by role modelling our organisational values at all times. You will promote a culture of fostering innovation, value for money and outcome-based customer focus.

Your Main Priorities

- Provide professional leadership and oversight for Adult Social Care across four Neighbourhood Teams. You will be accountable for the strategic development of the Integrated Neighbourhood Team (INT) work programmes across Adults Health and Social Care services. Ultimately aiming to deliver high quality services whilst developing a culture that facilitates excellence in integrated services through person centred, multi-professional team-based care.
- Provide strategic leadership, vision and direction to those engaged in the provision of adult social care in Trafford and contribute to the overall strategic management and performance of the service. You will ensure decisions are informed by the needs of the borough, and grounded in

relevant equality, diversity and inclusion requirements as relevant to the communities of Trafford.

- Retain overall accountability and responsibility for a significant budget and work closely with professional leads within the team to ensure the quality of services and the delivery of all operational performance targets. Whilst ensuing financial decision making is compliant with legislative frameworks and in accordance with delegated levels of accountability.
- Determine the strategic direction of the service and anticipate any changes that will influence internal and external service delivery. Evaluate risks and opportunities and put appropriate strategies/plans into action.
- In conjunction with relevant NHS partners (including Manchester Foundation Trust, MFT), oversee and co-ordinate service plans, including regular evaluation of progress against those plans, agreeing appropriate follow up actions with managers as required.

Key duties

- Ensure that the service is Care Act compliant, safe, and supports people to achieve outcomes that matter to them in their lives. Whilst ensuring that all other statutory responsibilities including, but not limited to, Mental Capacity Act and Deprivation of Liberty Safeguards are met.
- Provide specialist support, giving professional advice and guidance to the organisation to meet our statutory requirements and mitigate any risks.
- Through sound leadership, foster a culture where safeguarding of vulnerable adults is primary and positive risk-taking underpins safe and responsive service delivery.
- Foster a high-performance culture within the service and ensuring efficiencies are maximised and continuous improvement occurs.
- Facilitate positive, regular engagement with all stakeholders to inform service improvements and improved service delivery.
- Provide leadership to the workforce ensuring that resources are effectively deployed, appropriately supported, trained, and qualified to undertake their job role and deliver social care priorities/objectives aligned to Trafford Council's EPIC values.
- Ensure effective working relationships with all partners, both internal and external, including our residents and Voluntary, Community, Social and Faith based Enterprises (VCSFE).
- Ensure comprehensive quality assurance systems, governance and reporting systems are in place, taking into account risk and compliance.
- Co-produce and devise solutions with strategic commissioners which maximises choice for individuals, makes best use of alternatives to paid support in local communities, whilst implementing an asset-based approach to practice.
- Ensure that all commissioned services are procured and monitored in line with appropriate policy and procedures.
- Interpret relevant national and regional policies ensuring that operational delivery reflects best practice, and ensuring the service is prepared for the ongoing Care Quality Commission (CQC) assurance cycle.
- Maintain strategic overview of national policy, new and emerging initiatives, and changes to adult's social care. Ensuring that any updates

or changes to relevant legislation is planned for in relation to both service delivery and resource allocation.

- Work with a range of external agencies, such as voluntary organisations and private providers of residential placements to identify and contribute to the strategic development of services to meet local and regional need.
- Undertake the role of Chair at multi agency meetings and ensuring effective planning and decision-making in relation to adults.
- Actively support the Corporate Director of Adults Social Services (DASS) in their statutory role on all matters relating to adult social care, working closely with the Principal Social Worker (PSW) to guide and lead social work practice.
- Deputise for the Director of Social Work and Social Care as required.

About You

Qualifications and Professional Development

- Bachelor's or master's degree or equivalent professional qualification relevant to the role. Or equivalent demonstrable experience in a relevant leadership/management role
- Social work qualification and registration with Social Work England
- Recent relevant management/leadership training
- Evidence of continuous professional development and the development of others

Experience and Knowledge

- Significant experience and proven track record of working at senior management level, providing successful strategic leadership within an organisation of comparable scope and complexity with a developed understanding of the issues facing Adults
- A proven track record of leading, motivating and managing multi-disciplinary teams and developing a positive culture that has achieved a high level of performance and continuous improvement
- A proven record of success in leading and championing organisational and cultural change, creating organisational development programmes and effective working with staff, trade unions and other stakeholders
- Evidence of successful resource and financial management, including evidence of the resolution of conflicting priorities, formulating budgets and applying rigorous monitoring and control procedures to deliver efficient and cost-effective services
- Experience of developing/contributing to strategies, policies and processes that improve the delivery of adult social work practice

- Demonstrable experience of chairing complex multidisciplinary meetings
- Experience of working within regulatory services and ensuring their compliance
- Experience of managing and successfully delivering several projects simultaneously, knowledge of project management methodologies and techniques and application in a business context
- Proven experience of working effectively and impartially with elected members and in supporting the democratic decision-making process
- Thorough knowledge of key national policy drivers, legislation, policy and best practice with regard to Adults
- Knowledge of inspection regimes and quality assurance mechanisms
- A proven track record of using a strength-based approach to ensure practitioners support individuals to achieve best outcomes
- A clear understanding and knowledge of the workings of local government, including its legal, financial, social and political context, political processes and the current issues faced in a multi-cultural area

Skills and abilities

- Ability to operate at both a detailed and strategic level – maintaining an attention to detail whilst focusing on the important issues
- Ability to be innovative, creative and think through issues and problems not dealt with before and to bring them to a conclusion
- Proficient at analysing complex problems, using critical thinking skills, managing change well and the ability to develop business models to investigate a number of creative options/solutions and their viability, evaluating risk against a shifting background
- Ability to develop credibility with leaders and staff at all levels and manage multiple stakeholder relationships effectively using excellent interpersonal and stakeholder management skills
- Excellent influencing and negotiation skills with the ability to quickly establish credibility to bring about behavioural change and achieve desired results/outcomes as necessary
- A proven track record of using data to make informed business decisions
- Proficient report writing and effective presentations skills, producing briefings/documents to a high standard, synthesising and communicating complex information in a way which is clear and concise to a variety of audiences
- Ability to use new technologies to improve services and modernise working processes
- Ability to interpret and communicate national policy for local delivery and implementation
- Political acumen with an ability to influence decision makers at all levels
- Strong commitment to customer service and satisfaction and to the principles and practice of ensuring excellence in service delivery

Special Conditions

- Flexibility to work at different sites across Trafford Borough
- Willing and able to travel locally and nationally as required
- Enhanced DBS & Adults Barred Check List required
- Politically restricted
- Unsocial hours/weekend work may be required

Date prepared/revised	3.9.25 / finalised via consultation 28.10.25
Prepared/revised by	C Walker/T Sefton/R Pollard
Job Evaluation	HAY Evaluation August 25 (CG/RP)

Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery. To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.