



Job Description (JD) and Employee Specification (ES)

Job Title	Director of Adult Social Care
Directorate	Adult Social Care (ASC)
Service Area	Adult Social Care
Grade	JNC Chief Officer (Director Salary Scale)
Reports to	Executive Director (Adult Social Care)
Accountable to	Directors of the ICS and Walsall Health Care Trust – as part of integrated service delivery and partnership working.
Location	Civic Centre

Main purpose of the job role

1. At a strategic level to design and lead successful provision of Adult Social Care services in Walsall, transforming access and delivery of services to meet the needs of all residents in accordance with legislation (especially the Care act 2014; Care and Children and Families Acts 2014).
2. To undertake a leading role in the Walsall Together Alliance and as the most senior ASC leader within this alliance achieve continuous improvement in access and delivery, ensuring improved outcomes are at the heart of our model of delivery. The post holder will work collaboratively with all relevant persons and agencies to ensure that service users receive high quality and good value for money services. This may include joint delivery arrangements with other services and agencies e.g. integrated health and social care services through pooled budgets with the NHS.
3. To be the lead officer for standard setting, quality assurance, risk and equalities, providing advice and guidance to their own 'service and across the directorate.
4. Ensure direct social care services meet registration standards and requirements.
5. Ensure compliance with safeguarding adults and related statutory duties and guidance under the Care Act, Mental Capacity and Mental Health Acts is maintained.
6. As a member of the Directors Group to work with in partnership with other members of the Directors Group supporting the Executive Director of Adult Social Care and wider members of the Executive Leadership Team (ELT) to effectively and efficiently discharge the duties of the Council, collectively developing and implementing the Council's strategic agenda through successful deployment and delivery of the Council's corporate plan and associated work programmes. Ensuring formal Council business and political processes are carried out effectively and expeditiously.
7. To act as an advocate representing the Council and the Borough in external settings, at a local, regional and national level, as appropriate.



8. To deliver commission and/or deliver services which are effective, demonstrate value for money and meet quality standards. Ensuring Adult Social Care resources are utilised imaginatively and cost effectively across all services to the benefit of Walsall residents.
9. Accountable for both the shaping and delivery of the Adult Social Care agenda, taking account of the national agenda and benchmarking (using national frameworks and social care guidelines).
10. Ensure all statutory requirements are fulfilled (as relevant) for all service areas within the remit of the role.
11. Promote effective communications and act as an ambassador, both internally and externally, to support the council's cultural ethos, vision and priorities and promote the reputation of the Council and the Borough.
12. To support the Council on its continuous development journey, driving innovation, transformation and service improvement. Ensure that necessary workforce and change management strategies are in place and are being effectively led to meet current and future challenges, enable the Council to identify improvements, take remedial action and respond speedily to new developments and priorities.
13. Championing customer focus, ensuring that policies and systems are in place to inform, receive and where possible, act upon feedback from service users, communities, partners and employees.
14. Ensure the further development of the Council as an organisation that embraces modern business methods, flexible management arrangements and hybrid working to enable fast and effective organisational change, to meet increasing customer expectations and improve value for money.
15. Contribute to cross directorate leadership of the Council driven by a strong performance culture aimed at delivering results and promoting continuous development, efficient, high-quality services that meet the highest standards in accordance with legislation, regulations, Council standards and public expectations.
16. Responsible for service area plans and contributing to wider Directorate and Corporate performance, business and budget planning processes, ensuring the preparation of relevant statutory documents and plans as required.

Service Area Accountabilities and Role Specific Duties

1. To research and deliver best practice in Adult Social Care, including the integration of social care and health services, using evidence and asset-based approach, placing Walsall at the forefront of modern service provision and practice.
2. To lead, plan and develop the provision of all Adult Social Care services in Walsall, including those related to mental health, learning disabilities, physical and sensory disabilities, older people's services, carers and safeguarding adults at risk in accordance with agreed plans and commissioning intentions.



3. To lead integration of assessment, care management and delivery of community-based solutions to need that prevent admissions to institutional care (e.g. hospitals or care homes) to deliver seamless assessment services and associated strategic commissioning to improve outcomes for users, carers and patients.
4. Act as the Principal Advisor on social care for the Local Authority and other partner organisations, providing expertise and expert input into the Vulnerable Adults Executive Board and other relevant Commissioning Boards.
5. To strategically lead and champion personalisation in Walsall to best meet the needs of users, carers and residents.
6. To fully understand and address the relationships and cultures of organisations that impact on the wider determinants of health.
7. To lead on the appropriate formation of Adult Social Care to provide better and more efficient advice, information and prevention as well as appropriate assessment and access of social care needs for users and carers.
8. Ensure the implementation of priorities set by Council in relation to service delivery continues to reflect the needs and priorities of service users and local communities, working across service boundaries as necessary to ensure alignment and integration of services and achieve maximum financial efficiencies.
9. Be responsible for ensuring legislative compliance and best practice delivery, promptly identifying legislative changes and advise on impact and actions in conjunction with other Directors and relevant heads of service. Setting high quality expectations for delivery and ensuring council and professional standards are maintained.
10. To lead Walsall's response to any new legislation (the Care Act and Children and Families Act 2014), in ensuring national standards and guidelines are met within agreed timescales and resources.
11. To meet all statutory requirements for quality assurance, monitoring and safeguarding as required by legislation, best practise (e.g. Making Safeguarding Personal) and due diligence.
12. Work collectively with the Executive Directors and Directors of the Council, to lead and drive programmes to improve health and wellbeing and reduce inequalities as well as co-ordinating the production of the Joint Strategic Needs Assessment.
13. To deliver with health, housing, voluntary sector and community colleagues' effective prevention and promotion of well-being for Walsall residents.
14. To establish and maintain partnerships with other organisations as well as service users, carers and patients to shape the vision and strategy for the delivery of Adult Social Care and health services in the future.



15. Monitor outcomes of all adult services ensuring quality standards are met and performance is both personalised and asset-based approaches are promoted.
16. To support the management of the social care market and share responsibility for market shaping development and sustainability.
17. All employees are required to actively contribute towards the organisation's clinical governance systems, taking responsibility as appropriate for quality standards and work towards the continuous improvement in clinical and service quality.
18. Lead or participate in the management of relevant projects and initiatives arising out of directorate, corporate and partnership working as required.
19. Contribute to the preparation of the Directorate's performance plans and ensure the preparation of relevant statutory and local service plans.
20. Manage, maintain and promote key stakeholder's relationships to ensure the widest possible participation in the health and wellbeing agenda, including third party and voluntary sectors, other public and private organisations, the NHS and wider health and social care sectors. Develop integrated service delivery arrangements through Walsall Together, involving Walsall ICS, NHS Trusts, and Walsall Local Authority providers as well as wider market providers.
21. Ensure key communications are maintained across the ELT and Council Leaders and Elected Members, including the provision of senior reports to ensure effective liaison and briefings to Elected Members including Portfolio Holders and Scrutiny arrangements.
22. Identify and manage risks arising from strategic and operational plans within the post holder's area of responsibility. Advise stakeholders on risks and issues related to regulations and standards and investigate any areas for concern, implementing policies to support the delivery of council objectives and plans which comply with all relevant legislation and statutory requirements.
23. To support and lead on the culture of continuous improvement within the services for which jobholder is accountable, providing advice and encouragement for the implementation and monitoring of performance indicators, quality policies, standards and systems.
24. Actively participate in regional and national networks to ensure new developments in policy and practice are adopted in an effective and timely manner.
25. Ensure social care services are commissioned within Council policy and procurement rules and monitoring systems are effective and responsive to the needs of local communities in Walsall and over time.
26. To support the setting of framework for standards for commissioning and delivery; including the promotion of innovative approaches and appropriate risk management systems which are responsive to performance challenges.



27. To lead service delivery through close collaboration with a range of stakeholders and forging partnerships to support the Council to achieve key objectives for Adult Social Care across the borough.
28. Ensure all activity undertaken by the Council takes account of both, the need to reduce inequalities as well as the requirements of the Equality Act 2010.
29. To manage all Council resources effectively, efficiently and in line with value for money principles, including property, finance, information and people. Negotiate and secure resources as required to support service plan delivery and manage the service within the approved budget. Utilise robust cost/benefit analyses to inform investment / disinvestment decisions in social care services as indicated by the needs of the local population.
30. To be accountable for managing significant budgets as allocated including all necessary accounting and reporting, as well as future financial planning to ensure stable and sustainable service delivery.
31. Provide inspirational leadership to employees/workers within Adult Social Care and wider directorates, influencing and instilling a customer focused approach and role model our cultural values, exhibiting line management that leads by example. Responsible for the management of the Adult Social Care function.
32. Ensure employees of the council are developed and supported to create high performing and innovative teams and enable them to each acquire competencies to deliver services to the highest possible standards as part of our ongoing commitment to a confident learning organisation.
33. Using appropriate management skills and behaviours to contribute to the wider Trust and Council corporate agenda, and organisational development.
34. Maintain up-to-date professional knowledge, and professional accreditation (as relevant) and ensure awareness of all strategic service and legislative developments. Progressing continual professional development opportunities as relevant and on an ongoing basis.
35. Undertake any necessary activities relating to line management across the Council, including grievance and disciplinary investigations, dismissals and appeal hearings, working with human resources to ensure council policies are adhered to.
36. Deputise for, and represent, the Executive Director on matters relating to the services within Adult Social Care and any other areas of responsibility within the Directorate as required.

Corporate Accountabilities

1. Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity and inclusion, equality of opportunity, access and treatment, relating to employment, service delivery and community involvement.



2. Championing and role modelling our cultural values, proactively develop, foster and advocate our organisational cultural journey to provide an inclusive and safe working environment where all our people feel they belong, feel they are supported, developed, trusted, empowered, appreciated and celebrated.
3. Ensure active compliance with all relevant Council policies and procedures in the fulfilling of duties and responsibilities of the post, including (but not limited to) compliance with the Council's Code of Conduct, Standing Orders, Financial Regulations, Corporate Safeguarding Policy and Corporate Resilience and Emergency Planning arrangements.
4. This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

Special Conditions

1. This post is politically restricted under the Local Government & Housing Act.
2. Attendance at council meetings and any associated public meetings may be required, including occasional evening and weekend working.
3. This post is subject to a disclosure and barring service (DBS) check.
4. Post holders will be required to have the ability to travel efficiently throughout and across the borough as necessary.



Employee Specification

Below are the essential behaviours, abilities and knowledge required by a person to perform the main duties and accountabilities of the job safely and effectively. The tables below indicate how the requirement will be assessed and its relative importance.

We will assess at:

- application (A)
- interview (I)
- both (A/I)
- test (T)

The weighting of relative importance is:

- Low=1
- Medium=2
- High=3

Abilities / Skills	Assessment	Importance
Leadership skills - Establishing and promoting a clear vision which is coherent with the business strategy and the political vision and consistent with Government policy and takes account of social and economic trends. This is about role modelling through their own actions the types of behaviours expected of others in creating a high performing teams and culture.	A/I	3
Community and population focus – collaboratively working together to a common agenda and objectives with a shared purpose and common values, always looking for ways to improve access to services by communities and individuals.	A/I	3
Improvement and change - Developing and sustaining a culture of innovation and creativity underpinned by evaluation, where employees are engaged and have the desire to do things better, more efficiently and effectively to improve performance. Drives through change; Is change orientated; Displays creative thinking.	I	2
Excellent oral and written communication skills (including exposure to and dealing with media communications), including presentation skills (to mixed audiences and the media).	A/I	2
Ability to prioritise and respond effectively and appropriately in pressurised and unforeseen circumstances (including crisis situations), managing multiple and changing demands, with tight timescales, project managing delivery and responses through others.	A/I	3
Develops effective partnerships and responds to external pressures; works well with others, is politically aware and understands how the organisation works; Demonstrates an external focus.	I	3
People Development - Knowing and managing the strategic talent requirements for the organisation. Promoting and encouraging a culture where people focus on developing themselves and others to deliver improvement while developing careers.	A/I	3

Abilities / Skills	Assessment	Importance
Highly developed networking, negotiation and influencing skills with an ability to communicate effectively with all people; Is confident, credible, relates well to others; Promotes fairness and equality.	I	3
Ability to provide a clear overview of complex issues and provide expert advice to a range of audiences on all Adult Social Care related matters.	I	3
Ability to understand the legal, commercial, political, operational and social aspects of delivering social care and health services aligned to both current and future legislative requirements with an ability to interpret legislation and national policy and translate these into effective local strategies and policies.	A/I	3
Ability to focus on and achieve outcomes for customers and communities; is customer and outcome focused; strives for continuous improvement.	I	2
Financial and commercial acumen, with ability to manage complex budgets and demonstrate creativity and innovation to achieve efficiencies and demonstrate value for money.	I	2

Knowledge / Experience	Assessment	Importance
Substantial experience of working at a senior level and leadership of social care/health staff in a similar environment and achieving measurable service improvements in outcomes within available resources	A/I	3
A strong track record of leadership and success in the fields of preparation and implementation of the Care Act 2014, Better Care Fund and Transformation of Social Care and Health Services.	A/I	3
Thorough and up to date knowledge of the statutory legislation, associated guidance and regulations that govern and underpin Adult Social Care and an ability to keep up to date with developments affecting service delivery.	I	3
Understanding of social care environments & local government cultures, structures and policies.	I	2
Substantial and demonstratable track record of improving outcomes in Adult Social Care delivery.	I	3
A knowledge and commitment to evidence and asset-based practice and its development of individuals and services within a learning environment.	I	3
Understanding and experience of working in a large, complex politically led organisation and social environment; Demonstrates a high degree of political sensitivity, understanding and responding to the implications of working within a political and democratically accountable organisation.	I	2



Knowledge / Experience	Assessment	Importance
A comprehensive knowledge of registration and inspection of social care services.	I	2
A knowledge and understanding of performance information and data analysis with the ability to use it to improve service delivery.	A/I	3
Evident experience and credibility of working across the region as an influencer and partner.	A/I	3
Significant experience at a senior strategic level of identifying, facilitating, driving and delivering change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness, including a focus on digital solutions.	I	3
Manages resources and plans for high performance to gain the maximum benefit; displays sound financial management, horizon scanning and forward planning; Demonstrates breadth of thinking.	I	3
Detailed knowledge of personnel management. Carries out effective performance management of staff and demonstrates understanding of policies related to pay, capability, disciplinary matters and grievances. Plans department activities and use of staff resources effectively. Participates in workforce planning and training needs assessments. Recognises and celebrates effective practices and shares learning to improve practice across the service.	I	3
Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising and leading multi-skilled and matrix managed project teams.	A/I	2

Qualifications / Professional Membership	Assessment	Importance
Degree in Health and Social Care discipline or demonstrable sector experience.	A/I	3
Able to demonstrate CPD requirements.	A/I	3

Other essential requirements	Assessment	Importance
An awareness of, and commitment to, equality of opportunity	I	3
Awareness of, and commitment to, confidentiality and handling data	I	3