



Cumberland Council

Post Specification

Date	September 2024
Post Group Number	8337
Post Title	Business Development Lead (Housing and Quality)
Job Family	Organisational Support
Job Family Role Profile	OS18ii
Final Grade	18

To be read in conjunction with the job family role profile

Service Area description

In line with the Council's values of being innovative, ambitious, and empowering, and our vision of putting health and wellbeing at the heart of everything we do, the service have developed a three-year programme to develop tech-enabled care aligned to the guidance issued by the Department of Health and Social Care on What Good Looks Like. Aligned to Cumberland's operating model, the project seeks to transform the digital and technological landscape across Adult Social Care and Housing to support people to maintain independence and reduce the demand on traditional models of care by utilising more technology-enabled care solutions. To achieve this aspiration, it will be necessary to combine the social care expertise of Adult Social Care colleagues with the technical know-how of ICT and Digital colleagues and support from Learning and Development to help change the culture of practice and thinking.

Purpose of this post

- The purpose of this role is to take overall strategic leadership and management responsibility, leading the business transformation and implementation of ASCH technology enabled care plan.
- This programme will be fundamental in enabling a shift within ASCH towards the Target Operating Model, ensuring more ASCH activities are included in the pre-front door and front-door, and ensuring technology is better supporting service delivery.
- Leading collaborative service change in line with the council operating model.
- Support the Senior Management Team in ensuring the governance of delivery of high-quality services, business continuity and resilience, are maintained whilst leading on service development programmes, sharing the responsibility of leadership and overall delivery of the plan.
- Be key in stakeholder engagement and development of services as part of the development of the Adult Social Care and Housing tech enabled care offer to the council
- Lead and manage a high performing delivery programme, actively develop and mentor team members.
- Following benchmarking of best practice and excellence a key element of the role will be to

constructively challenge the way in which the services and partners currently operate, work with commissioners to take an evidenced based approach to challenge the status quo and leading the development and implementation of change to ensure services remain customer focused, innovative and efficient.

- Lead on engagement with system partners to understand and develop models of service delivery to best support communities of Cumberland.

Key job specific accountabilities

1. Lead the development and implementation of programmes in support of the Adult Social Care and Housing's Tech Enabled Care programme.
2. Lead in the delivery and evaluation of service design projects, working in collaboration with colleagues in Adult Social Care, Digital Innovation and ICT and Customer Solutions to analyse the benefit of changes made (both financial and non-financial) to raise the profile of service design and agile working practices within the organisation and persuade people at all levels of the value of being user-centred and the importance of design in policy and service delivery.
3. Ensure engagement with the ASCH workforce is consistent throughout to implement effective technology that is relevant to all aspects of the service.
4. Lead the directorates Tech Enabled Care programme and ensure there is alignment with the standards and frameworks for digital working in adult social care, such as the What Good Looks Like framework and Digital Skills Framework.
5. Lead senior stakeholder engagement with a range of stakeholders, both internal and external to ensure that people who use care and support services are engaged in the design and delivery of digital care solutions, ensuring that their needs and preferences are met.
6. Strategic responsibility for input into development and delivery of service, including development of business and service delivery plans. To develop ongoing services using evidence and best practice, services which are exemplars.
7. Lead the development of policies, procedures and guidelines specifically relating to the digital agenda in Adult Social Care and Housing.
8. Undertake best practice research nationally to identify and make recommendations on new and innovative processes and technology systems that will improve customer service delivery with a focus on benefit realisation including improved customer outcomes and efficiencies.
9. Responsibility to lead and manage continuous service improvement and change management processes in consultation with staff, service users, Trade Unions and the public.
10. To operate as a service expert by providing expert advice to managers, staff and partner agencies

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	<ul style="list-style-type: none"> • Overall budgetary responsibility will be limited to any programme of work
Staff Management Responsibilities	<ul style="list-style-type: none"> • Delegated management responsibility for teams over a wide area during programme and engagement work.
Other	<ul style="list-style-type: none"> •

Essential Criteria - Qualifications, knowledge, experience and expertise

- Extensive experience of leading and motivating teams to deliver services to individuals
- Extensive experience of leading change.
- Experience of managing in a political environment
- Ability to lead, motivate, inspire and empower others, by example.

- Excellent interpersonal skills: a strong networker able to build relationships with mutual confidence, honesty and respect.
- Ability to create and maintain a culture that enables and empowers staff and individuals to think creatively in order to achieve the best, most independent outcomes for people.
- Developing effective working alliances between managers and politicians, together with a proven ability to network with partners and the Council.
- Experience of successfully delivering a customer focussed service and the ability to work collaboratively and influence others to achieve agreed outcomes.
- Experience of working in or with senior managers of a Local Authority or other large and complex organisation, including motivating and managing multi-disciplinary teams, people management, change management, strategic planning, and performance management.
- Evidence of formulating, leading and implementing strategies, which cross service or professional boundaries. Including evidence of delivering outcomes in collaboration with others.
- Experience of leading cultural and behavioural change in support of new ways of working, to improve the experience or outcomes for the customer.
- Highly developed communication, challenge and negotiating skills with the ability to engage with a wide range of audiences. Clear commitment to excellent customer service.
- Well-developed analytical and problem solving skills, including the ability to coach others in these.
- Relevant degree, or equivalent training in related discipline or significant experience in a similar role.

Disclosure and Barring Service – DBS Checks

- This post does not require a DBS check.

Job working circumstances

Emotional Demands	<ul style="list-style-type: none"> • Emotional resilience requirement to support staff dealing with complex and vulnerable individuals and to take decisions that will impact on outcomes for such cases. • Ability to work in a stressful environment subject to extensive regulatory and departmental scrutiny.
Physical Demands	<ul style="list-style-type: none"> • Requirement to travel extensively across the area of responsibility
Working Conditions	<ul style="list-style-type: none"> • Predominantly office based but required to travel around and occasionally outside the county to varied Council or partner office and service delivery sites. • Willingness to work flexibly

Other Factors

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