

SOUTH ALLIANCE LOCALITY MANAGER

JOB DESCRIPTION

MAIN PURPOSE

The Locality Managers key responsibility is to support the Service Manager in being accountable for the successful implementation, delivery and development of Cambridgeshire and Peterborough Integrated Lifestyle Service, taking responsibility for the relationships, activity and outcomes in the designated locality. The post holder will:

- ✓ Provide a leadership role in the planning, development, implementation and co-ordination of the Integrated healthy lifestyle service and its component parts across either the South PCN Alliance area (covering Cambridge City, South Cambridgeshire and areas of East Cambridgeshire) or North PCN Alliance area (covering Peterborough, Fenland and Huntingdonshire).
- ✓ To support the development and implementation of a whole system, service wide community engagement strategy, to target specific groups, in particular those in areas of greatest need, to tackle inequalities in health through promoting and supporting people to develop healthier behaviour and lifestyle choices.
- ✓ To ensure for the designated locality, robust, effective and efficient delivery of all service KPIs, to achieve contractual, operational and financial targets.
- ✓ Identify and support the Service Manager to secure best value for money in delivery and continuous improvement in the provision of services to achieve Everyone Health's corporate and business objectives.
- ✓ Use evidence based best practice and innovation to achieve high quality, excellent patient/client services.

SUMMARY OF RESPONSIBILITIES AND DUTIES

The Locality Manager will:

- ✓ Support the Service Manager to ensure the service is of high profile.
- ✓ Ensure the Integrated Lifestyle service provides a consistent, continuum of support, aiding service users with navigation of their pathway / intervention across the designated locality.
- ✓ Support the Service Manager by ensuring delivery of the service remains within protocols, budget and maximises resources available, adding value to the service wherever possible.
- ✓ Lead in service development to raise the profile of Lifestyle Services within and across the local networks, co-ordinating interventions within your designated locality.
- ✓ Identify and engage with individuals from agreed target groups and communities to facilitate communication regarding promoting their health and wellbeing, and the Lifestyle service, leading this work across the designated locality.
- ✓ Identify the need for, and then support with the recruitment and management of staff across the designated locality, accountable for ensuring training and development needs are

assessed and appropriate training is provided, and professional registration is maintained through provision of CPD.

- ✓ Liaise with locality specific key partner organisations such as, work places, community organisations, community centres to promote and embed the Cambridgeshire and Peterborough Integrated Lifestyle service within these settings.
- ✓ Work across the local community/designated locality to identify local leaders, champions and advocates, to ensure that the service develops in line with local need and is embedded in the local community.
- ✓ Support the service's volunteer engagement strategy and encourage local volunteer health champions and ambassadors for the service.
- ✓ Champion and adhere to processes and procedures to identify and strive for continuing improved quality throughout the patient pathway, together with robust data management.
- ✓ Deliver against an agreed set of KPIs and to meet internal and external performance management requirements including weekly, monthly and quarterly reporting targets for a variety of measures.
- ✓ Be responsible for ensuring rigorous and regular data inputting to ensure accurate records are maintained in accordance with Everyone Health procedures, to ensure compliance with Information Governance and Data Protection in relation to patient information.
- ✓ Monitor data collection practices, conduct regular audits and disseminate outcomes to the wider team, ensuring collective accountability for achievement of all indicators.
- ✓ Line manage, in line with all protocols and procedures, a number of colleagues and be responsible for supervision and day to day management of defined staff groups.
- ✓ Take an active part in developing own knowledge and skills of others by mentoring, supervision and review.
- ✓ Manage and lead a dynamic and multidisciplinary team within your designated locality including but not limited to Community Engagement Network Leads, Service Coordinators, Health Trainers, Stop Smoking Practitioners and NCMP staff; providing strong and excellent leadership skills, to support, motivate and inspire colleagues to take ownership of service delivery and empower patients / clients to adopt healthier lifestyles.
- ✓ Work with the Service Manager, other Locality Manager, Coordinators and other relevant colleagues to achieve continual service improvement and client/patient-centred services in accordance with participant feedback, NICE guidance, national and local recommendations, professional competences and Everyone Health policies and procedures, ensuring services are delivered in line with best practice and NICE guidance.

PERSON SPECIFICATION

1. SKILLS & ABILITIES

- ✓ Strong and demonstrable planning and organisational skills, with the ability to set objectives, prioritise, provide sound judgement and decision-making, often within tight timescales ✓ High levels of integrity.
- ✓ Demonstrable experience of interpreting national and regional health priorities and aligning them to corporate agendas and service objectives.
- ✓ Demonstrably excellent verbal and written communication skills to ensure effective communication with a wide range of individuals including clients, colleagues, external partners and members of the public including the ability to produce and present clear written reports and guidance, which interpret and effectively communicate/ explain complex issues.

- ✓ Demonstrably sound management and interpersonal skills with proven ability to work effectively with all levels of colleagues, including effective partnerships with other agencies and service providers.
- ✓ Proven problem-solving skills and ability to be flexible, and exercise sound judgement and decision making.
- ✓ Numeracy and statistical skills sufficient to analyse/interpret financial and health outcome data and information.
- ✓ Ability to think creatively, be innovative and realise the opportunities for developing projects.
- ✓ Ability to use a variety of computer packages including Microsoft Word, Excel and Power Point confidently and competently. The ability to learn quickly when using national and internal databases.
- ✓ Ability to work as part of a multidisciplinary team, valuing the contribution of others.
- ✓ Proven influencing and persuading skills sufficient to persuade others to a different course of action in difficult circumstances to ultimately improve the health and services for the local communities.
- ✓ A desire to play an active part in the successful growth of the business.
- ✓ Strong commitment to team working, team wellbeing, safety and development.

2. KNOWLEDGE

- ✓ Sound local knowledge and relationships.
- ✓ Sound knowledge of challenges to achieving health improvement amongst vulnerable and deprived communities.
- ✓ Knowledge and understanding of the Patient Confidentiality Act and General Data Protection Regulations 2018.
- ✓ Sound knowledge and understanding of primary and secondary health care and Public Health policy and practice.
- ✓ Sound knowledge of application of behavioural change theoretical principles, to facilitate, motivate and empower individuals / local communities to make substantive and sustainable behaviour change.
- ✓ Knowledge of community engagement principles.
- ✓ Understanding of the significance of evidence-based approaches to healthcare provision.
- ✓ Appreciation of the contribution that effective performance management processes can make to service delivery and improvement.
- ✓ Good understanding and knowledge of the wider determinants of health and the role of the local government and other agencies play in the health and wellbeing agenda.

3. EXPERIENCE

- ✓ Management and project/contract management experience within community healthcare, public health or community engagement
- ✓ Proven ability to lead, manage, motivate and develop a team of staff delivering a responsive, patient focused professional service.
- ✓ Proven ability of successful programme delivery targeting marginalised communities delivering quantifiable outcomes.

- ✓ Experience of interpreting national, regional and local priorities, aligning them to health agendas.
- ✓ Proven ability to manage contractual targets and Key Performance Indicators.
- ✓ Experience of service data analysis to interpret and report on data outcomes.
- ✓ Experience of working with stakeholders and developing strong, successful partnership arrangements.
- ✓ Ability to undertake and prioritise a diverse and demanding workload, working on own initiative and working to competing deadlines.
- ✓ Proven ability of writing reports, procedures, policies and communications for wide circulation.
- ✓ Experience of building strong links and relationships with a wide range of groups, organisations and agencies.

4. QUALIFICATIONS

Essential: Educated to health-related degree level (or equivalent) or relevant experience/ qualifications in project management

Desirable: Master's in Public Health

5. SPECIAL CONDITIONS

- ✓ Highly motivated self-starter with resilience, determination and the ability to see jobs through to completion.
- ✓ Role incorporates evening / weekend working as standard, with variable levels of travel across Cambridgeshire and Peterborough.
- ✓ Full UK Driving licence and access to a car for work- with 'business purposes' insurance.
- ✓ Evidence of a personal commitment to continuing professional development and to maintaining an up-to-date professional knowledge supporting the development of business within the company.
- ✓ This post involves working with vulnerable adults and as such the post holder will be required to apply for a disclosure of criminal records at an enhanced level (DBS).