

Kent County Council

Person Specification: *Public Health and Social Care Innovation and Prevention Manager*

Directorate: Adult Social Care and Health
Unit/Section: Innovation and Partnerships
Grade: KR12
Responsible to: Digital and Innovation Lead

Purpose of the Job:

- Responsible lead for the development, delivery and evaluation of a prevent, reduce, and delay plan.
- Collaborating with people with lived experience, health and social care partners to co-design programmes that will promote independence amongst adults and demonstrate impact on preventing, delaying and reducing the need for care.
- To contribute to the implementation of the transformation of health and social care in Kent.

Main duties and responsibilities:

- To scope, prioritise, deliver and evaluate a programme of activities that enable KCC to promote health, wellbeing, independence and prevent, reduce and delay need for care.
- Oversee a programme of data analysis work to increase understanding of the population profile of those who currently draw on care and support in Kent, the drivers for those needs, how this might change in the future and the best prevention opportunities to prioritise.
- To develop and execute business cases and programme plans which ensure that all stakeholders are engaged in proposed prevention innovations anticipated to be effective in achieving the objectives of prevent, reduce, delay.
- Lead on the development, implementation and evaluation of a number of immediate prevent, reduce, delay programmes including:
 - a social prescribing platform. Working with partners to implement a preferred solution and evaluate the impact to inform options for sustainability.
 - a digital Falls Prevention programme.
- Develop, lead and manage multi-agency partnerships across the health and care economy in delivering activities and services.

- Coordinate a strategic delivery group and governance of associated task and finish groups to ensure activities are joined up and progressed at pace.
- Use the application of analytical, evaluative judgements and interpretive thinking to find solutions to help with the prevention focus. Proactively identify viable partnership options and establish collaborative working options to find practical actions and deliver strategic input to reduce health inequalities in Kent.
- Develop and motivate staff in accordance with KCC policies and procedures through day to day support and supervision in order to deliver a high quality service.
- Enhance awareness locally, regionally and nationally of the benefits of a public health approach to social care and promote successes and learning.
- Provide timely and accurate information and produce reports to inform and influence discussion and strategic decision-making. Work alongside Directors and Partners including Consultants in Public Health to work with the respective Boards, partner agencies, and central government on the delivery and outcomes of this programme.
- Contribute to the national agendas working on behalf of KCC and the wider partnership arrangements, demonstrating a good understanding of the political environment and application of concepts and principles.
- Research new trends and innovations to strengthen the prevention offer, which will include innovation and digital solutions.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	CRITERIA
QUALIFICATIONS	<ul style="list-style-type: none">• Master's degree in Public Health or a related field• Project or Programme management qualification or equivalent proven experience
EXPERIENCE	<ul style="list-style-type: none">• Proven and wide-ranging experience in programme management within local authority Public Health and/or adult social care at a senior level• Familiarity with adult social care data and practice.• Experience of designing and implementing health improvement programmes.• Experience of working within a partnership/multi-agency setting• Experience of working in a politically sensitive setting• Experience in developing organisational culture and implementing technological advancements.• Experience of staff management, including staff recruitment, supervision, motivation and development
SKILLS AND ABILITIES	<ul style="list-style-type: none">• Excellent presentation, verbal and written communication skills in order to communicate at all levels in the organisation and with external bodies.• Well-developed skills to prepare strategic reports• Excellent negotiation, planning and programme management skills• Demonstrate a good understanding of the political environment, good governance and application of concepts and principles.• Ability to take a public health approach to analysing demand for adult social care and how to modify it.• Ability to undertake or oversee systematic reviews of evidence of the effectiveness of prevention interventions.• Familiarity with research evaluation methodologies which will help us understand the effectiveness of current prevention work and how to prioritise future investment decisions• Ability to manage, recruit, motivate and develop people.• Ability to effectively prioritise and work to tight deadlines.• Ability to evaluate the relative benefits of proposed ideas and translate, implement and evaluate appropriate public health/health improvement programmes• Computer literate and competent using new technology for the benefit of the programme management, delivery and engagement• Demonstrable commitment to collaborate with people who

	<p>draw on care and support, ensuring they are at the center of design and implementation of all innovations.</p> <ul style="list-style-type: none"> • Demonstrable commitment to equality and promoting diversity in all aspects of working. • Dynamic, inspirational, and capable of working effectively with communities, staff and partners to meet the increasing needs in health and social care within financial constraints.
KNOWLEDGE	<ul style="list-style-type: none"> • A detailed working knowledge of Public Health and Health Inequalities • A clear understanding of partnership and multi-agency working. • A detailed working knowledge of performance and quality issues in Public Health • High level of understanding of epidemiology, statistics, public health practice, health promotion and health care evaluation • Analytical, evaluative judgements and interpretive thinking to find solutions gained through broad and in-depth experience. • Awareness of Data Protection and confidentiality issues. • Ability to travel to meet the requirements of the service.
KENT VALUES AND CULTURAL ATTRIBUTES	<p>Kent Values:</p> <ul style="list-style-type: none"> • We are brave. We do the right thing, we accept and offer challenge • We are curious to innovate and improve • We are compassionate, understanding and respectful to all • We are strong together by sharing knowledge • We are all responsible for the difference we make <p>Our values enable us to build a culture that is:</p> <p>Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile</p> <p>Curious - constantly learning and evolving</p> <p>Compassionate and Inclusive - compassionate, understanding and respectful to all</p> <p>Working Together - building and delivering for the best interests of Kent</p> <p>Empowering - Our people take accountability for their decisions and actions</p> <p>Externally Focused - Residents, families and communities at the heart of decision making</p>

Organisational Responsibilities

All corporate directors, directors and senior managers have an explicit responsibility to deliver the collective agenda of the Council. These are fundamental elements of their role not an addition and are summarised as follows:

Whole Council

- Seek to improve the lives of all residents in Kent and economy of Kent
- Act as corporate parent to the Council's looked after children
- Take an active role in promoting and ensuring the Council's responsibilities for safeguarding are met.
- Understand, communicate and contribute to the delivery of KCC's strategic aims
- Meet statutory obligations and promote and ensure compliance with policies and procedures and the Council's Code of Conduct (Kent Code).
- Advise elected members and support the democratic process
- Promote the Council brand and enhance the overall reputation of the Council
- Understand and monitor the measures of performance, including customer insight, which define successful outcomes for KCC services
- Maintain and ensure a relentless focus on the customer
- Act to support the Council-wide need to deliver services within budget, thereby avoiding an overspend that could damage the financial viability of the Council
- Overcome professional and service silos to achieve the County Council's objectives.

Integration of Services

- Focus resources where they have the biggest impact
- Deliver services that are flexible and adaptable
- Integrate services within KCC and work with partner agencies to ensure a seamless customer experience
- Fully and inclusively engage all staff in the delivery of services, demonstrating the Council's leadership values and competencies.

Embedding Commissioning and Engaging relevant markets

- Establish an outcome focused organisation
- Meet the financial regulations and standing orders of KCC
- Challenge the status quo and engage with the market to constantly improve
- Ensure all services are delivered effectively and efficiently
- Proactively and continuously seek to improve service delivery

- Proactively manage risk to avoid inertia whilst not exposing the Council to needless and avoidable challenge or loss

Managing Change

- Understand and support the Authority's overall change agenda
- Deliver required outcomes of service specific change on time and to budget
- Understand the quality of staff, support their development, nurture those with talent
- Identify the skills for the future and the level of staff through robust workforce planning
- Identify and deal with underperformance.
- Deliver to agreed budget and income targets.