

Directorate: Adult Social Care and Health

Unit/Section: Innovation Delivery Team

Grade: KR9

Responsible to: Care Sector Workforce Manager

Purpose of the Job:

In line with the Adult Social Care approach - Making a difference every day, there is a drive for consistent, high quality, person-centred and innovative support to those that need it. This includes the development and expansion of Direct Payments which gives people more choice and control over how their assessed needs are met. This could involve a Personal Assistant, Personal Assistants work directly with one or more individuals to help them with various aspects of their daily life, to help them live as independently as possible. They are employed directly by an individual who's managing and paying for their own care through a social care Direct Payment or can be self employed.

This role will support the recruitment and development of the Personal Assistants, raising the profile of this exciting and rewarding role in Kent in order to increase the number of Personal Assistants so that more people can use their Direct Payments in this way.

This role will be line managed by the Care Sector Workforce Manager, however will work very closely with the Direct Payments team.

Main duties and responsibilities:

1. To work with communication and engagement colleagues to develop communications that raise the profile of working as a Personal Assistant. This will include developing case studies, fact sheets and films.
2. Support the development of a Personal Assistant Finder platform, which is a digital solution currently being commissioned. The post holder will be involved in the design, testing, gathering data that will be added to the platform.
3. To maintain the information on the Personal Assistant Finder platform. Ensuring all information is up to date and informative.
4. To work with partners to consider a joined up approach to the promotion and support for Personal Assistants. This will include working with Childrens Social Care, Health Personal Health Budgets team, external partners such as job centres and education.
5. Align this activity to care recruitment campaigns and look at ways to raise the profile of working as a Personal Assistant – which may include events, forums, social media.
6. Act as the initial contact point for people wanting to be Personal Assistants, taking details which can be added to the Personal Assistant Finder system.

7. Attend events with colleges, Universities, local community facilities and career events to raise the profile of working as a Personal Assistant. Develop Personal Assistant marketing material.
8. Develop the support and training offer for Personal Assistants. Explore ways that Personal Assistants would like to be supported, such as networks and communication. Understand the current training offer, identify opportunities and develop a training framework for Personal Assistants. Shape and facilitate Personal Assistant networks.

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

Kent County Council

Person Specification: Personal Assistant Development Officer

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 |
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| QUALIFICATIONS | <ul style="list-style-type: none">• First level of professional qualification of high level operational experience. |
| EXPERIENCE | <ul style="list-style-type: none">• Proven experience of social care• HR or workforce related project experience |
| SKILLS AND ABILITIES | <ul style="list-style-type: none">• Ability to work independently and as part of a team• Ability to scope where recruitment is needed and what employers are looking for in a Personnel Assistant.• Good interpersonal, presentation and communication skills• Ability to build and develop effective working relationships across a wide range of internal and external partners• Ability to prioritise, forward plan and work effectively on own initiative.• Excellent IT skills• Good communication skills (both verbal and written)• Ability to build relationships across organisational and professional boundaries and to work collaboratively with external agencies• Excellent organisational and co-ordination skills• Commitment to equalities and the promotion of diversity in all aspects of working |
| KNOWLEDGE | <ul style="list-style-type: none">• Compliance with information governance, data protection, record retention and confidentiality issues• Understanding of Direct Payments• Knowledge of issues relating to workforce• Knowledge of recruitment, retention and training tools and techniques• Good general knowledge across a broad range of Health and Social care services• Awareness of Data Protection and confidentiality issues• Staff will be expected to have an awareness of and work within national legislation and Corporate and Directorate policies and procedures relating to Health and Safety |
| BEHAVIOURS, 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 |

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| | <ul style="list-style-type: none">• 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> |
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