

## Kent County Council

### Job Description: *Market Development Officer*

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| <b>Directorate:</b>    | <b>Adult Social Care and Health</b> |
| <b>Unit/Section:</b>   | <b>Adults Commissioning Team</b>    |
| <b>Grade:</b>          | <b>KR9</b>                          |
| <b>Responsible to:</b> | <b>Commissioning Managers</b>       |

#### **Purpose of the Job:**

Working within the Adults Commissioning Team, postholders will work closely with Adults Community Teams and local stakeholders to understand the local care needs profile and to identify, encourage and support those interested in identifying, nurturing and setting up compliant micro enterprises that support and deliver the care needs of Kent residents and support KCC's Commissioning Intentions for Adult Social Care

The post holder will work closely with key internal and external partners to understand the demography, geography, assets and challenges in local communities and promote micro-enterprises

The role will enable the development of greater choice and control to those who draw on care and support including those who are self-funders and those with eligible needs enabling the delivery of the Adult Social Care Strategy "Making a Difference Every Day."

The postholder will ensure the confidential database of safe, compliant community micro-enterprises and ventures is set up and maintained.

The role will contribute to the evaluation of the approach to develop new models of care and community micro enterprises.

Postholders will deliver training and guidance through a compliance framework, and signpost to appropriate training and qualifications.

#### **Main duties and responsibilities:**

- Working with key partners to understand the demography, geography, structures, assets and challenges in the area; Consulting local stakeholder groups including people using services.
- Work with key agencies to identify, nurture and support potential enterprises through a framework of information, guidance and training to the point where they are ready to set-up their own care micro-enterprise Signpost to external sources and platforms for training, to ensure necessary skills for safe and quality care and support delivery are acquired.
- Offer guidance and share best practices around marketing of services to prospective and operational care micro-enterprises. Coordinate a local network of care micro-enterprises, with a view to fostering mutually beneficial partnerships.
- Use dedicated tools to ensure the safe and compliant onboarding of new micro-enterprises.
- Planning and implementing promotional activity designed to create a positive view of community enterprises and ventures - including use of social and traditional

media, production and distribution of written information. Actively working with local services and organizations in the public, private, community and voluntary sectors.

- Keeping clear and accurate records; Maintaining filing systems and ensuring complete confidentiality of all records and information; ensuring a confidential database of community enterprises and ventures is set up and maintained.
- Producing and circulating project statistics on a regular basis; Contributing to the evaluation of the project; Provide monthly reports to line managers and Local Authority partners on progress against targets.
- Work in a way that demonstrates and promotes the council's commitment to equality, diversity and inclusion.

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.

## Kent County Council

### Person Specification: *Market Development Officer*

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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.

|                             | <b>CRITERIA</b>  |
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| <b>QUALIFICATIONS</b>       | NVQ3 or equivalent<br>Commitment to personal and professional development  |
| <b>EXPERIENCE</b>           | Experience of community action or development in a paid or unpaid capacity<br><br>Experience in the provision of advice or information services to members of the public<br><br>Experience in developing and managing innovative programmes or services<br><br>Experience of successfully delivering projects/services to tightly defined outcomes and targets   |
| <b>SKILLS AND ABILITIES</b> | Able to see opportunities and connections across sectors and communities and be able to link them up; A vision of what is possible, and the creativity and imagination needed to get there<br><br>Excellent verbal, written communication skills including report writing and recording and public presentations<br><br>Competent IT and computer skills including the use of word, internet and e mail to analyse and present information<br><br>Ability to travel in order to meet the requirements of the post<br><br>Skills and confidence to market and promote the "Micro Enterprise" project<br><br>Ability to work on own initiative to meet targets and deliver expected outcomes<br><br>High standard of organisational skills required for project management, including planning, time management, SMART goals, meeting deadlines, asset management etc. |
| <b>KNOWLEDGE</b>            | Knowledge of the Care Act 2014 and the implications on adult social care, in particular care at home   |

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|   | <p>An understanding of business management, including budgeting, income and outgoings of a business, successful marketing, recruitment and retention of staff, etc</p> <p>Demonstrate an understanding of the safe working practices that apply to this role.</p> <p>Ability to work in a way that promotes the safety and wellbeing of children and young people/vulnerable adults.</p> <p>Ability to demonstrate awareness and understanding of equality, diversity and inclusion and how this applies to this role.</p> <p>Knowledge of the strategic context in which social and healthcare innovations operate.</p> <p>Awareness and understanding of public sector services, and/or social care.</p> <p>Knowledge of Data Protection and confidentiality issues</p>  |
| <p><b>KENT VALUES AND CULTURAL ATTRIBUTES</b></p> | <p><b>Kent Values:</b></p> <ul style="list-style-type: none"> <li>• We are <b>brave</b>. We do the right thing, we accept and offer challenge</li> <li>• We are <b>curious</b> to innovate and improve</li> <li>• We are <b>compassionate</b>, understanding and respectful to all</li> <li>• We are <b>strong together</b> by sharing knowledge</li> <li>• We are all <b>responsible</b> for the difference we make</li> </ul> <p>Our values enable us to build a culture that is:</p> <p><b>Flexible/agile</b> - willing to take (calculated) risks and want people that are flexible and agile</p> <p><b>Curious</b> - constantly learning and evolving</p> <p><b>Compassionate and Inclusive</b> - compassionate, understanding and respectful to all</p> <p><b>Working Together</b> - building and delivering for the best interests of Kent</p> <p><b>Empowering</b> - Our people take accountability for their decisions and actions</p> <p><b>Externally Focused</b> - Residents, families and communities at the heart of decision making</p> |