

Role Profile

Reference Number	
Role Title	Assistant Director - Operations
Directorate	Adult Social Care
Function	Operations
Reports to	Director – Adult Social Care

Role Purpose
<p>An inspirational leader within Westmorland and Furness Council Extended Leadership Team, responsible for contributing towards the shaping and development of a high performing, successful organisation.</p> <p>Responsible for translating Council Strategy and Corporate Plans into Adult Social Care (ASC) strategy, utilising available resources, to deliver excellent, inclusive services that promote independence and empower residents to thrive and flourish.</p>

Accountabilities
<ul style="list-style-type: none"> • Work collaboratively with extended leadership team colleagues to develop and implement leading edge strategies to ensure the council’s vision priorities and values are actively promoted and delivered. • Provide responsive, timely support and robust advice to Cabinet members to enable the delivery of council priorities. • Ensure effective timely professional advice and support for all Westmorland and Furness councillors in carrying out their roles. • Report to the Statutory Director of Adult services (DAS) and deputise as required. • Provide strategic, professional leadership to the ASC workforce to deliver transformational change and continual service improvement. • Inspire, motivate and develop functional leaders and staff, to create a modern, compassionate and learning culture that enables staff to perform at their best and therefore both deliver excellent services to residents as well as retain and attract the best talent for the Council. • Ensure a culture of high performance evidenced through national, regional and local key performance indicators. • Responsibility for ASC services delivered directly as well as by providers through commissioned arrangements. • Responsibility for ensuring the statutory responsibilities of the local authority for the Care Act, Mental Capacity Act, and other legislative functions and accountabilities are met. • Working collaboratively with partners to deliver high quality support and services to improve outcomes for the people of W&F. • Lead ASC responsibility for effective liaison with Children’s Services to ensure safe transition of young people to adult life/services. • Create an environment of effective workforce engagement where two way communication, collaboration, challenge, change and improvement is positively encouraged and innovation is fostered. • Build the reputation of Westmorland and Furness Council with residents by actively listening, engaging and collaborating to improve the quality of services provided.

- Work with people who use services and their carers to put outcomes (both personal and community) at the heart of care planning, decision making and service planning, removing barriers and enabling staff to be imaginative and innovative, collaborating with stakeholders across departmental and organisational boundaries to design joined-up services that are efficient, effective and enable residents and communities to thrive.
- Experience of creating long lasting relationships and being able to work across departmental and organisational boundaries to collaborate with and influence key stakeholders, building support for ideas and initiatives behind the scenes to support the implementation of solutions across other public bodies, government, the private sector and the third sector.
- Take a lead role in developing and nurturing partnerships, networks and relationships with stakeholders internally and externally, locally, regionally and nationally, to deliver value for money, services that are person centred and meet joint objectives.
- Responsible for the leadership of the ASC Senior Management Team. Accountable for ensuring strategic and local objectives are achieved within each service area of responsibility and across the Council, including:
 - Mental Health
 - Learning Disabilities and Autism
 - Physical Disability
 - Older Adults
 - Safeguarding
 - Visual and Hearing Impairment
- Lead by example to ensure high quality, effective and efficient services that drive performance and practice to meet local needs, in line with best practice.
- Promote cross cutting ways of working across service areas that make best use of all the resources across the council, in order to maximise opportunities that will prevent, reduce and delay premature admission to health and social care services and increased dependence for people already in service.
- Ensure the ASC Operations function uses all available resources in the most efficient and effective way that represents excellent value for money, managing service budgets and ensuring services are continuously improved to see if they can be delivered in a more cost effective and streamlined way.
- Identify trends and developments in ASC, anticipating future issues, promoting innovative and creative new approaches that illustrate an understanding of the 'system wide picture', and positively challenging current thinking to deliver an outstanding experience for all of W&F.
- Lead and develop the business systems and processes which underpin the successful delivery of all Council services, ensuring high quality customer service is at the core.
- Promote equal opportunities with our communities and our staff through personal example, open commitment and clear action.
- Provide leadership in risk management, emergency response and business continuity both corporately and as part of your directorate, being available for response rotas as required.
- Undertake such other duties as may be determined within the general scope and commensurate with the grade of the post.

Knowledge / Skills / Experience required

- Seasoned professional in delivering ASC services, with a breadth of understanding of all areas that the role covers.
- Appropriate qualifications in respect of the discharge of adult social services within an integrated health and care environment with demonstrable continuing professional development (Membership of ADASS or similar professional bodies' desirable).
- Experience of shaping ASC strategy and objectives, covering a range of services and activities that have shared objectives.
- Experience of leading a function or department within a complex and diverse organisation.
- In-depth understanding of regulations/legislation and best practice within the complex Adult Social Care and NHS arena, and wider sector, with a thorough understanding of national and local government developments, policy, and emerging trends.
- Able to use leadership skills to build an understanding of the agendas or motivations of others in order to keep them positively engaged.
- Able to foster an innovative mind-set that drives an ambitious and inclusive way of working and empower staff to see continuous learning as a positive that drives better solutions and outcomes.
- Strong organisational and political acumen, with the ability to work with elected Members and interest groups to build consensus and shape services.
- Degree and post graduate qualifications (or willing to work towards a post graduate qualification if not already gained) in relevant disciplines, and/or leadership and management qualifications, relevant professional registration with demonstrable continuing professional development.
- Excellent commercial acumen and financial management skills.

Context and Scope

As a new unitary Council, the post holder will need to make a considerable contribution to shaping a new organisation that will deliver modern, agile, inclusive services and outcomes for the residents and communities across W&F. The Council will consider and assess different models of service delivery and by acting as a facilitator, will work closely with residents and communities so they can identify what they need to thrive and be resilient and explore how services may be delivered, be they by the Council or partner organisations or through doing more for themselves.

The Council will be bringing different cultures and ways of working together from former legacy organisations, while forging ahead in setting out its own aspirations and vision for how it wants to deliver services to the communities of W&F. While there will be many things that feel similar on day 1, this will not be business as usual and the organisation will not stand still, going through significant transformational change. The role holder is part of the extended leadership team that needs to create a safe and inclusive working environment that provides staff within their function with the confidence to continue to deliver services during the transition and transformation of the new W&F council from previous councils' models.

As a leader in this organisation, the post holder will need to thrive in an environment of constant change and some ambiguity. They will be a need to be both stable (resilient, reliable, and efficient) to keep delivering safe and effective services and dynamic (agile, nimble, and adaptive) to transform and continually learn and develop.

Traits, motives and competencies

Cultivate Innovation

Creating new and better ways for the organisation to be successful.

Customer Focus

Building strong customer relationships and delivering customer-centric solutions.

Manages Complexity

Making sense of complex, high quality, and sometimes contradictory information to effectively solve

Demonstrates Self-Awareness

Using a combination of feedback and reflection to gain productive insight into personal strengths and weaknesses.

Manages Ambiguity

Operating effectively, even when things are not certain or the way forward is not clear.

Instils Trust

Gaining the confidence and trust of others through honesty, integrity, and authenticity.

Action Oriented

Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.

Ensures Accountability

Holding self and others accountable to meet commitments.

Optimises Work Processes

Knowing the most effective and efficient processes to get things done, with a focus on continuous improvement.

Drives Vision and Purpose

Painting a compelling picture of the vision and strategy that motivates others to action.

Collaborates

Building partnerships and working collaboratively with others to meet shared objectives.

Builds Effective Teams

Building strong-identity teams that apply their diverse skills and perspectives to achieve common goals.

Last reviewed October 2024.