Job Title: Market Development Officer  
Grade: 9

GRADE xx

Our Vision

We have a clear vision for Staffordshire - an innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy

Our Outcomes

We want everyone in Staffordshire to:

* Have access to more good jobs and share the benefit of economic growth
* Live in thriving and sustainable communities
* Be healthier and more independent for longer

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, flourish and contribute to our ambitious plans. Our values are at the heart of the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

* Ambitious – We are ambitious for our communities and citizens
* Courageous – We recognise our challenges and are prepared to make   
  courageous decisions
* Empowering – We empower and support our people by giving them   
  the opportunity to do their jobs well.

About the Service

The overall purpose of the service is to improve the quality and sustainability of the care market in Staffordshire. Effective engagement is essential to everything that we do. Improvements in the quality of the market must be long-term and sustainable. Our purpose is to anticipate future needs and expectations and to engage all parties in long-term planning to meet these. Where people need care and support to achieve a better quality of life our purpose is to ensure that support can be provided from a range of quality-assured service providers with the right skills and knowledge to support them.

The Care Market Development Team’s role lies in working with others to enable an adaptive and resilient care market to deliver quality support to the people of Staffordshire. The team aims to support improved recruitment and retention, as well as working with partners to develop an appropriately skilled and trained workforce within the adult social care market. The support it provides is in line with the Council’s commissioning intentions and quality assurance processes.

Reporting Relationships

Responsible to: Quality Assurance Team Leader

Key Accountabilities:

To support the adult social care sector by:

* Gathering, analysing, summarising and utilising intelligence including the following to inform and prioritise Care Market Development activity:
  + The National Minimum Dataset concerning the social care workforce in Staffordshire to provide accurate and timely information about skills, recruitment. and retention
  + The Council’s commissioning intentions, quality assurance and CQC findings to identify and respond to emerging marketplace challenges in a timely and appropriate manner.
* Mentoring / coaching and supporting care providers to improve the quality of care provided to a range of adult social care service users through staff training and development initiatives
* Carry out Training Needs Analysis (TNA) of the Staffordshire care market, identifying skills gaps, learning needs and workforce development opportunities to better support the development and implementation of learning and development programmes for adult social care providers in Staffordshire.
* Liaising directly with relevant qualification bodies, CQC and Skills for Care to contribute to the development of new standards and regulations to ensure quality compliance and improved learning and development programmes for the sector.
* Promoting and supporting the streamlining of workplace systems in order that care providers meet their obligations within legislation, regulation and standards.
* Promotion of the completion of the Adult Social Care Workforce Dataset and sign up to Skills for Care Workforce Development Fund to access funding support for workforce development activities and promote awareness of Dignity Champions, Dementia Friends etc.
* Liaising with commissioners, quality assurance and others to provide information, advice and guidance to the marketplace on commissioning intentions, care legislation/standards and regional funding and training opportunities.
* Supporting Direct Payment Employers’ access to workforce development opportunities and developing information, advice and guidance on recruitment, training and retention of Personal Assistants.
* Managing and developing the Care Ambassador programme in line with Skills for Care guidelines
* Raising care providers’ awareness of changes in Health and the impact this is having on the Adult Social Care Market.
* Ensuring the Care Market Development website and related processes are current and relevant
* Organise relevant engagement events for the sector to share information, consult and promote good practice

Professional Accountabilities:

The post holder is required to contribute to the achievement of the Council objectives through:

**Financial Management**

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

**People Management**

Engaging with People Management policies and processes

**Equalities**

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

**Climate Change**

Delivering energy conservation practices in line with the Council’s climate change strategy.

**Health and Safety**

Ensuring a work environment that protects people’s health and safety and that promotes welfare, and which is in accordance with the Council’s Health & Safety policy.

**Safeguarding**

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

**Person Specification**  A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

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| **Minimum Criteria for Disability Confident**  **Scheme\*** | **Criteria** | **Measured by** |
| **employer_small** | **Qualifications**   * A relevant qualification at level 4 or equivalent and demonstrable health and / or adult social care sector experience. | A/I/T |
| **employer_small** | **Knowledge and Experience**   * Knowledge of current pressures on the adult social care marketplace * Familiarity with the details and application of national policy and National Occupational Standards in Health & Care * Thorough working knowledge of all qualifications required in the care sector and regulatory requirements e.g. CQC and Care Act 2014 * Knowledge of the Performance Assessment Framework * Experience of working in / quality assuring / directly supporting improvements within the adult social care provider marketplace for a minimum of 2 years * Experience of troubleshooting, coaching / mentoring and provision of relevant advice and guidance to the adult social care provider marketplace * Experience of effective partnership working in a care related market. * Effective communications with other agencies (such as providers of care or similar businesses or voluntary and community sector organisations) * Ability to develop and deliver training events in a collaborative and supportive manner * Application of research and analysis techniques to inform and review practice * Experience of bid writing, report writing and project planning and project management | A/I/T |
| **employer_small** | **Skills**   * The ability to work as part of a team and to contribute to the development of services through a team approach * Good written and verbal communication skills * Good analytical, recording and report writing skills * Ability to work independently using own initiative using good organisation, prioritisation and time management skills to support this * Commitment to continuous professional development * A commitment to non-discriminatory practices in employment and service provision * Ability to deal sensitively and appropriately with issues relating to other people’s practice within a coaching and mentoring capacity and a performance management framework. * Working knowledge of Microsoft packages   This post is designated as a casual car user | A/I/T |

This post is designated as a casual/essential car user

**employer_small** If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, Braille, another language, on cassette or disc, please ask us by contacting

**Liberata Employee Services Team on 01905 947446**

**Shared Services on 01905 947446**