

Job description Managing Director

Salary: £40,000 per annum, pro rata

Hours: 4 days (28 hours) per week, flexible working considered

Reporting to: Chair, Healthwatch City of London

Staff reporting: Engagement Co-ordinator

Base: Portsoken Health and Community Centre, 14 -16 Little Somerset Street, off Mansell Street, London E1 8AH

Overall purpose of the role

Provide executive and operational direction to Healthwatch City of London (HWCoL) by:

- Working with the HWCoL Board of Trustees, stakeholders and partners to deliver the organisation's strategic business objectives;
- Ensuring that the statutory activities described in the 2012 Health and Social Care Act are carried out effectively;
- Ensuring that HWCoL meets all its organisational statutory requirements as a Charitable Incorporated Organisation;
- Ensuring the contract with the City of London Corporation is delivered to the highest quality, meeting the needs of the residents and workers in the City of London;
- Developing a strong, well networked and independent organisation that gives a voice to the people in the City.

Context

In April 2013 a Healthwatch was set up in every county and borough in England and Wales as part of the Health and Social Care Act with a co-ordinating national body, Healthwatch England. Healthwatch City of London, the hiring organisation, is in the process of becoming a Charitable Incorporated Organisation.

Core funding is from the City of London, but the organisation will seek to diversify where possible and increase income from other sources.

The Managing Director is responsible for the overall delivery of the organisation's objectives, working closely with the board of trustees to develop strategic direction. In conjunction with the board, the post holder is responsible for managing all key stakeholder relationships, income generation (especially from the City) and strategic organisational development. The Managing Director is also responsible for day to day operations and is supported by an engagement and outreach co-ordinator as well as volunteers.

Responsibilities, duties and tasks

Leadership

- Provide the overall operational leadership that ensures the organisation delivers its strategic and contractual objectives
- As a board member, participate in the development of the organisation's strategic direction and objectives
- Help shape and implement the strategic business objectives of the organisation in order to meet HWCoL outcomes, maintaining the organisation's principles and ensuring an effective and cohesive approach
- Where required, represent HWCoL at key strategic meetings: City and Hackney Integrated Commissioning board, City and Hackney Clinical Commissioning Group Health and Wellbeing Board, Adult Safeguarding Committee and the Oversight and Scrutiny Committee, East London Health and Care Partnership Board – and fully contribute to the decision-making processes in line with the HWCoL strategic objectives
- Support and develop HWCoL staff and volunteers according to policies and procedures that conform to current laws and regulations; valuing the contribution they make
- Provide the Board with information, reports, advice and user feedback to enable it to maintain strategic oversight and carry out its governance responsibilities and its reporting requirements
- Work with the Board, members and partners to evaluate the effectiveness of HWCoL. This will include commissioning independent evaluations and preparing monitoring and annual reports for funders and other stakeholders
- With support from the board, ensure effective governance is established and adhered to including but not exclusively; safeguarding, information governance, volunteer recruitment and management
- Develop robust networks and identify opportunities for HWCoL to provide influence and leadership both locally and further afield
- Manage the Engagement Co-ordinator in line with HWCoL policies and procedures
- Manage volunteers in line with HWCoL policies and procedures

Relationship management

- Build on existing close and constructive working relationships across the City of London. Key partners include the Corporation of London, the City and Hackney Clinical Commissioning Group, Health and Wellbeing board, City and Hackney Adult Safeguarding Board, East London Health and Care Partnership and local providers of health and social care as well across the corporate community building up a 'network of networks'
- Build and maintain a working relationship with neighbouring Healthwatch organisations, especially those in Camden, Hackney, Islington and Tower Hamlets. Understand that City residents use primary and secondary care facilities across all these boroughs and that HW CoL needs to work closely with its neighbouring Healthwatch to ensure that the City voice is heard;
- Build and maintain positive relationships across all stakeholder groups regardless of the need to challenge or negotiate with them
- Build and maintain excellent relationships with local charities and voluntary groups working collaboratively to increase capacity and impact
- Ensure HWCoL maintains a good reputation through effective marketing and communications
- Provide Healthwatch England with the intelligence and insight it needs to enable it to perform effectively. Take a leadership role in developing and fostering relations with Healthwatch England to access the benefits available for HWCoL
- Provide a central contact point for HWCoL and its stakeholders (residents and workers within the City, statutory and voluntary sector partners) ensuring the organisation's vision, products and services are consistently presented in a strong positive image to all
- Provide the main liaison point with key service user forums, promoting and supporting the involvement of local people in the commissioning, provision and scrutiny of local services
- Prepare briefings or consultation responses to support HWCoL external stakeholder engagement
- Deliver the communication and engagement plan in collaboration with the engagement manager. This will include social media strategy, monthly newsletters and updates, maintenance of the website and data bases.

Operational delivery

- Maintain organisational focus on the achievement of the HWCoL business plan and the delivery of the contract including delivery against contracted KPIs
- Manage all resources to support the delivery of the strategic and annual business plan

- With the lead board member for financial management, recommend the annual budget for board approval. Prudently manage the organisation's resources within the agreed budget guidelines and according to statutory and legal requirements
- Provide meaningful, reliable and timely reporting to the Board and external stakeholders as required including preparation of board reports and the annual report.
- Oversee all operational activity including events, signposting, volunteering, communications and data collection
- Lead on the input from HWCOL on the development of effective integrated commissioning
- Make reports and recommendations about how local care services could or ought to be improved to commissioners and providers of care services, and people responsible for managing or scrutinising local care services including Enter and View
- Make recommendations to Healthwatch England to advise the Care Quality Commission to conduct special reviews or investigations (or, where the circumstances justify doing so, making such recommendations direct to the CQC); and to make recommendations to Healthwatch England to publish reports about issues.
- Identify, actively pursue and secure, statutory and non-statutory funding that permit HWCOL to extend its impact, without compromising its position of independence
- Ensure that the website is well maintained, and that relevant content is published regularly as a key part of the organisation's communications and engagement strategy;
- Ensure that the organisation participates in a meaningful ongoing dialogue with its members, stakeholders and other members of the public using social media platforms including via Facebook and Twitter;
- Coordinate and organise the IT related requirements of the organisation including ensuring self and staff have access to computers, printing capability, internet access and that the organisation's website, phone and email facilities are operational and fit for purpose;
- Ensure that the organisation makes effective use of digital techniques to target hard-to-reach residents and workers within the City including surveys, email newsletters, and targeted digital marketing campaigns.

General duties

- To maintain personal and professional development to meet the changing demands of the job, participating in appropriate training activities.
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job role.
- To undertake health and safety duties commensurate with the post and as detailed in the HWH Health and Safety Policy.

Note on changes

Heathwatch City of London reserves the right to alter and amend the content of this job description to reflect changes and the evolving nature of the role, without altering the general character or level of responsibility. These are the key tasks as currently defined. They are **not** listed in priority order and post holders should not place emphasis on the location of the task within the job description. Any amendment will be undertaken on consultation with the postholder.

Background Information

Vision: That health and social care services are created **with** the people of the City of London so that they meet their needs

Our Mission: is to create an independent and trusted body that is known for its impartiality and integrity and that acts in the best interests of those who live and work in the city.

Key Principles

- **City focused:** relentlessly championing the voice of the user and would be user, in the health and social care system. We will work 'with' people, no do 'to' people. We will uphold the Heathwatch vision in championing the rights of the consumer. Finding ways to be inclusive throughout our diverse population.
- **Accountable:** accountable to our community; we will be honest and transparent in all we do, make our meetings open to the public and actively involve residents and users of services in our work and performance.
- **Connected:** signpost people to information to help them make choices about health and social care; with access to established networks to gather comprehensive patient views.
- **Networked:** to develop strong links with the relevant groups and organisations primarily in City and Hackney but also wider reflecting the City of London's close connections with neighbouring borough. Identify how we can make best use of the wealth of intelligence already available about the user voice in relation to health and social care services. To work with partners openly and constructively and inclusively to support our shared purpose of improving health and social care services the City.

Value added: to be outcome-focused in our work and operate as efficiently as possible with the resources available. This means we will complement, rather than duplicate, existing structures, working strategically to become a “network of networks”.

- **Evidence based:** use local and national evidence to underpin our priorities listening to our local communities to target our efforts.

HWCoL Strategic Priorities

Our strategic aims are shaped by three key drivers:

- Developing a robust, independent and respected organisation
- Delivering our statutory core functions
- Reflecting the priorities of the residents and workers of the City and major stakeholders

We have 3 high level strategic aims:

- **Strategic aim 1: Governance:** maintain a robust, trusted and respected organisation and ensure Healthwatch City of London meet its objectives in an open and transparent manner.
- **Strategic aim 2: Listening and signposting:** Understanding the needs of the people of the City, supporting them with opportunities to voice their views and providing them with information
- **Strategic aim 3: Influencing:** supporting and influencing those who have the power to change, design and deliver services so they better meet patients’ and service users’ needs and rights

Board of Director, May 2019

PERSON SPECIFICATION

Attributes	Essential	Desirable
Education and training	<ul style="list-style-type: none"> • Degree level or equivalent experience 	<ul style="list-style-type: none"> • Qualified in a health, social care or community development discipline.
Experience	<ul style="list-style-type: none"> • Strategic and business planning • Successful operational delivery including business planning, budget management, staff management • Negotiating and influencing • Leading teams to deliver outcomes in a complex and evolving environment • Managing staff, volunteers and sub-contractors • Partnership working and stakeholder management • Track record of successful business development, securing of funding and income generation 	<ul style="list-style-type: none"> • Management experience in a health/social care or charity sector • Marketing and public relations • Confident use of social media
Skills	<ul style="list-style-type: none"> • Excellent presentation skills • Well-developed networking skills • Ability to communicate effectively with a diverse range of people and organisations • Effective performance management • High ICT literacy especially MS Office 	<ul style="list-style-type: none"> • Website content curation skills (Drupal experience a plus)
Communication Skills	<ul style="list-style-type: none"> • Knowledge of comms planning and strategy – who should the organisation be reaching out to and how does the organisation action this? • Confident speaking with and engaging with members of the public 	
Knowledge	<ul style="list-style-type: none"> • Knowledge of the context and operating environment of HWCoL • An understanding of the City and its local communities • An understanding of Healthwatch and/or patient and public involvement programmes 	
Additional qualities	<ul style="list-style-type: none"> • Ability to work effectively in a multiagency setting • Ability to think, plan and act strategically • Commitment to equality and diversity 	