**CNWL Talking Therapies Services**

**Job Description**

**Job Title:** IAPT Community Development Manager

**Grade:** Band 6

**Hours:** 37.5 hours per week

**Location:** Community Living Well (CLW), Health and Wellbeing Service Centre, St Charles Hospital, Kensington & Chelsea

**OR**

Westminster Talking Therapies (WTT), 190 Vauxhall Bridge Road

In order to meet the needs of the Trust’s services you will be required from time to time to work outside your normal place of work. The Trust reserves the right to change your normal place of work to any other location within the Trust.

**Responsible To:** CNWL Talking Therapies Clinical and Operational Lead

**Accountable To:** Borough Director for Westminster **OR** Kensington & Chelsea

**Key Relationships**: Associate Service Director Grenfell and Talking Therapies Services CNWL Chief Psychologist

Westminster / K&C Adult Mental Health Senior Management Team

Clinical and Operational Managers

Division Community Partnerships and Engagement Lead

Service and Performance Manager Talking Therapies

Administrators

Business and Service Support Managers

CNWL Communication team

GP practices

External agencies and stakeholders

Service user panels and groups

**Job Purpose:**

The key purpose of this job is to work closely with local communities and GP networks to ensure referrals into the Talking Therapy services especially for those groups who would not traditionally access such services.

The post holder will take a lead in developing and co-ordinating outreach and community connection projects and communications across either the borough of K&C or Westminster. This will involve the post holder developing an excellent understanding of the needs of the specific populations in the borough and devising strategies, alongside the clinical leads, to reach out into the borough in order to increase referrals and support the service to meet its targets around numbers of people accessing talking therapies and reaching currently under-represented populations.

The post holder will create and develop connections to community groups and organisations across the borough in order to offer outreach work and increase referrals into the talking therapies (IAPT) service with a particular focus on reaching groups of people who are frequently under-represented in therapy services including people from a BAME background, people who do not speak English as a first language, older people, young people, LGBT+ people, people with disabilities and people from other less advantaged social backgrounds.

The post holder will take a lead in the service alongside the Clinical Leads to develop and enhance relationships with GP practices and their staff with a focus on increasing overall referrals into the service from each practice and ensuring positive working relationships with each practice team.

The postholder will work alongside the clinical leads, IAPT central management team, business support and development managers and the borough SMT to develop and support communications out to community groups and organisations, service use groups, referrers and other stake holders. This will include contributing to the service’s social media communications and service -specific content for the Talking Therapies website.

The post holder will work on particular projects looking at increasing referral numbers for specific aspects of service delivery such as perinatal patients or patients living with long-term health conditions.

The post holder will work with service users, staff and referrers to manage and further develop the team’s service user groups and coordinate projects looking at co-production of service improvements and developments.

**Main Responsibilities:**

1. Development and co-ordination of and participation in service development projects
2. Communications and digital outreach support for the talking therapies service
3. Prepare reports by collecting and analyzing information on referral and access numbers
4. Develop communications for service promotion to Primary Care Networks and individual GP practices and other health and social care services, service user and patient groups or forums, local authority organisations, the CCG, third sector organisations and community organisations and groups.
5. Identify and develop relationships with all services and organisations in the borough who represent or work with groups of the population who might need to access talking therapies.
6. To liaise with and develop and maintain strong working relationships with community organisations and leaders across the boroughs with a view to enhancing service delivery and reach, developing outreach opportunities and increasing referral numbers into the service from all sectors of the community.
7. To liaise with and develop and maintain strong working relationships with PCNs and GP practice staff including medical staff and practices managers, administrators and receptionists.
8. Maintain a strong working relationship with other relevant departments, including IT and communications.
9. Along with other team member ensure referrals increase and maintain at levels required to allow the team to meet its targets for numbers of people accessing talking therapies in the borough. Ensure the service reaches increasing number of people from under-represented groups across the whole borough population.

**Community Connection, Service Promotion and Outreach Support**

* Work with the Clinical Leads to develop strategy for community connection and engagement and to ensure the service reaches its target for numbers of people accessing talk therapies in the borough.
* Work with the Clinical Leads, service users, community organisations and leaders and other staff to identify and understand the nature of those groups of the population that are currently least well represented in the service and develop strategies for increasing the services reach to these populations.
* Research and identify groups, organisations and populations within the local community with whom the service should develop relationships and offer outreach in order to increase the reach and usefulness of the service to all communities in the population.
* Co-ordinate the delivery of various projects associated with the implementation and development of the service outreach. This will include planning and undertaking a broad range of activities in line with project requirements and engaging relevant staff as appropriate
* Contribute to larger service projects as a member of the project groups, taking a lead role in co-ordination where appropriate
* Assist in the development and maintenance of project plans and to update project documents regularly. To communicate and circulate documents to the project team or senior management staff as requested
* Coordinate service outreach work and identify and develop new opportunities for the service to offer outreach events and workshops.
* Support the service clinicians in the delivery of outreach workshops and organise the logistical arrangements for outreach including ensuring the collection of data and questionnaire responses. Support the administration of outreach work.
* Support the clinical leads in arranging and managing liaison with CCG, PCN and GP practices meetings and events including coordinating diary management of clinician attendance at these meetings and events.
* Participate in the delivery of non-clinical aspects of outreach and service promotion work such as presentations about the service to stake-holders or other organisations and services in the borough.

* Produce reports and briefings to the management team in relation to ongoing projects
* Work with the CNWL Talking Therapies teams to scope out potential projects and identify any risks
* Support the Service and Performance Manager in report writing at various levels, including annual performance reports as well as monthly and quarterly patient experience questionnaire reports.
* Be responsible for supporting other team members in coordinating any service-wide events.
* Undertake any necessary training that is required to fulfil the objectives of the post and enhance personal knowledge and development
* Proactively contribute to and coordinate and disseminate quality improvement projects across the service
* Link with the team Business Support Manager and the Trust Communications Team to ensure that all communications are accurate and that the CNWL Talking Therapies Website information is up to date and effective.
* Support the development of service awareness campaign materials, either via the Trust Communication Team or personally, working with the Clinical Service Lead or other service representatives and service users to ensure messages are accurate and appropriate
* Work with the Service Support Manager and support the services to engage in digital outreach and to engage with digital technologies, supporting the use of service facebook pages, Twitter, Instagram, and any other relevant platforms
* Writing, reviewing and proofreading all printed communications and site Trust Communications Team before these are printed
* Act as an ambassador for the service, thereby utilising a range of highly developed interpersonal and communication skills in all aspects of the role
* Communicate clearly and effectively with the all members of the CNWL Talking Therapies

Services SMT and with other personnel, both within and outside the Trust

* Communicate sensitively and effectively with patients and carers to ensure their concerns and issues are quickly notified to the relevant Head of service or senior managers
* Contributing to and developing marketing campaigns for the Talking Therapies services
* Develop a clear community outreach strategy/plan for the service to ensure it reaches its target audience.

**Policy and Service Development**

* To work within and contribute to, the development of policies, procedures, and model of working within the team
* To participate in and contribute to the development of the expanded Team, using discussion and wide liaison with other agencies form the voluntary and statutory sectors

**Data Analysis**

* Identify, analyze, and interpret trends or patterns in data sets to support the service in meeting its access targets and understand service reach to defined segments of the population.
* Work with a team of analysts and other admin colleagues to process information
* Helping develop reports and analysis for internal teams and/or external teams
* Conducting research and analysing data to identify and define audiences for the services

**Team Working**

* To participate in, and occasionally take responsibility for recruitment of junior staff.
* To contribute to a team culture of caring for each other
* To maintain awareness of budget limit, ensure that any expenditure is authorised in line with agreed protocol
* To contribute to a team approach, in collaboration with appropriate volunteer, 3rd sector and partner agencies
* To contribute to the team operating safely
* To ensure that arrangements for risk assessment and management are adhered to
* To monitor incoming information and requests for support and respond appropriately
* To ensure own adherence to CNWL standards and procedures
* To undertake other duties relevant to the post as requested by the relevant line or senior manager

**Training**

* To be familiar with and adhere to the Team Operational Procedures and model of working
* To ensure own compliance with mandatory and statutory training
* To ensure that you are clear on the requirements of safeguarding, risk assessment, community safety and other relevant knowledge to enable the effective functioning of the team.
* To participate in and contribute to training and development within Team and service, for personal development, team development and also the clinical practice/knowledge base of the service
* To participate in team training and development
* To contribute to and participate in team forums including: team development, cross disciplinary learning and communication between team members, clinical professional dialogue and staff support
* To participate actively in management supervision and annual appraisal with line manager, and to pursue further professional development and training appropriate to the age range covered by the team, according to a Personal Development Plan

**Research**

* To participate in research within the service as agreed by the team/service manager.

**Rider Clause**

This is an outline of the postholder’s duties and responsibilities. It is not intended as an exhaustive list and may change from time to time in order to meet the changing needs of the Trust and Department.

**Supplementary Information: Job Flexibility**

The post holder will be required to work flexibly, providing assistance as and when necessary, which may involve them in a developing role.

**Working Relationships**

The working relationship between all members of staff should be mutually supportive, with staff deputising and covering for each other when appropriate.

**Health and Safety**

Central and North West London NHS Foundation Trust has a Health and Safety Policy applicable to all employees. Employees must be aware of the responsibility placed on them under the Employment Rights Act 1996, to ensure that agreed safety procedures are carried out, and to maintain a safe environment for employees, clients and visitors.

**Infection Control**

The prevention and control of infection is the responsibility of everyone who is employed by Central and North West London NHS Foundation Trust. Employees must be aware of infection control policies, procedures and the importance of protecting themselves and their clients in maintaining a clean and healthy environment.

**Improving Working Lives**

Central and North West London NHS Foundation Trust is committed to the principles of Improving Working Lives and all managers are encouraged to follow Improving Working Lives practices. Consideration will be given to all requests for flexible working in line with Trust policy.

**Staff Involvement**

Central and North West London NHS Foundation Trust is committed to involve staff at all levels in the development of the organisation.

Managers should ensure that staff are encouraged and involved in organisational and service developments including business planning and they are able to influence discussions, which affect them and their working conditions.

All managers should engender a culture of openness and inclusion so that staff feel free to contribute and voice concerns. They should develop and implement communication systems that ensure staff are well informed and have an opportunity to feedback their views.

**Smoking**

Central and North West London NHS Foundation Trust acknowledges its responsibility to provide a safe, smoke free environment to its employees, clients and visitors. In expressing its commitment to the prevention of smoking related diseases, the Trust has a ‘Non Smoking Policy’ and all Trust buildings and vehicles are designated as smoke free areas.



**Alcohol**

Employees are expected to be aware of and understand that Central and North West London NHS Foundation Trust has a policy on alcohol and the consumption of alcohol. Alcohol is not permitted whilst on duty.

**Confidentiality**

Employees should be aware that the Trust produces confidential information relating to clients, staff and commercial information. All employees have a responsibility for ensuring the security of information and to comply with the Data Protection Acts, Access to Health Records and Computer Misuse Act. Disclosure of personal, medical, commercial information, systems passwords or other confidential information to any unauthorised person or persons will be considered as gross misconduct and may lead to disciplinary action which may include dismissal.

**Equal Opportunities**

All employees of Central and North West London NHS Foundation Trust are expected to be aware of, and adhere to, the provision of the Trust’s Equal Opportunities Policy, and to carry out their associated duties and responsibilities under this policy. As users of the disability symbol, the Trust guarantees to interview all disabled applicants who meet the minimum essential criteria for a vacant post.

**Grievances, Disputes, Disciplinary and Other Industrial Relations Procedures**

Central and North West London NHS Foundation Trust has grievance, disputes, disciplinary and other industrial relations procedures. Employees are required to make themselves aware of these procedures, copies of which are available on the Trustnet, from your manager and the Human Resources Directorate.

**Personal Development**

The postholder is expected to co-operate in activities which line management believes will contribute to personal and/or to team growth. This includes attending supervisory sessions and training modules, both at their work base and other selected venues of instruction.

**Conflict of Interest**

Employees are expected to declare any private ‘interest or practice’, which might conflict with their

NHS employment, and be perceived to result in actual or potential financial or personal gain.

**Working Time Regulations**

The Working Time Regulations 1998 require that you should not work more than an average of 48 hours each week i.e. no more that 816 hours in a 17-week period. To work more than 48 hours you must have management authorisation and you will be required to sign an opt out agreement.

The Trust policy has a limit of 60 hours per week and all staff must ensure a 24 hour rest period is taken in every 7 days.

**Conditions of Employment**

The Trust will screen all staff who will be working with children and police checks will be carried out on all staff appointed to posts which have access to children.

This will also apply if role develops to include access to children.

**Terms and Conditions**

The terms and conditions of service associated with this position are those agreed by the Trust.

# CENTRAL AND NORTH WEST LONDON NHS FOUNDATION TRUST

1. **PERSON SPECIFICATION FOR BUSINESS SUPPORT AND COMMUNITY LIAISON MANAGER**

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| **FACTORS** | **ESSENTIAL** | **\*** | **DESIRABLE** |  |
| **EDUCATION AND**  **QUALIFICATIONS** | * Educated to degree level or relevant experience of working at a similar level in specialist area | A |  | A |
| **KNOWLEDGE AND EXPERIENCE** | * Knowledge of business case procedures | A | * Understanding of the structure of the NHS and current issues facing NHS Trusts * Understanding and knowledge of primary care services and their structure and management in the NHS * Experience of working with third sector partners to identify and deliver services * Experience and knowledge of local communities , their diversity and needs | A |
| * Comprehensive knowledge and experience in project management      * Understanding of the IAPT project and targets / expectations of the services | A  A/I |  |
| * The ability to produce reports and statistical data for senior management | A/I | * Experience of Audit and Statistical analysis | A/I |
| * Understanding techniques used to manage performance and ability to create robust management and development plans | A/I | * Specific knowledge or understanding of the boroughs and their populations | A/I |
| * Experience of the delivery of objectives and priorities within a constantly changing environment | A/I |  |  |
| * Experience dealing with people at all levels including external agencies * Experience of developing excellent working relationships with professionals and other stake holders at all levels of an organisation | A/I |  |  |
| * Evidence of robust decision making with an ability to act on own initiative and independently | A/I |  |  |
| * Experience of effective communication with service users with mental health problems and effective communication with carers * An understanding of the needs of mental health service users and their families | A/I |  |  |
| * Excellent knowledge of Microsoft Office packages including Outlook, PowerPoint, Excel | A/T |  |  |
| **COMMUNICATION SKILLS** | * Excellent interpersonal and communication skills, creative and confident to be able to build good working relationships within the wider team and with a wide range of community groups and service providers. | A | Ability to communicate in locally-relevant languages other than English | A/I |
|  | * Well-organised, you will be able to work at pace, prioritise competing demands and respond to change. You’ll need to be calm under pressure and able to make quick decisions at times |  |  |  |

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| **ANALYTICAL SKILLS** | * Ability to assess complex information, pre-empt and evaluate issues and recommend an appropriate course of action. | A/I |  |  |
| * Ability to analyse situations and problems and make sound judgements, sometimes in difficult or pressurised situations | A/I |  |  |
| * Make decisions on difficult and contentious issues where there may be a number of courses of action | A/I |  |  |
| * Good numeracy skills with ability to interpret and understand financial concepts | A/I |  |  |
| * Experience of using IT skills to produce complex information via reports and presentations | A/I/T |  |  |
| **PLANNING SKILLS** | * Excellent organisational skills to be able to plan and prioritise workload to meet tight deadlines and deliver agreed objectives within agreed timeframes | A/I |  |  |
| **RESPONSIBILITY FOR SERVICE DEVELOPMENT** | * Propose policies or service changes in response to the needs of the service | A/I |  |  |
| * Develop and implement related business policies across the service | A/I |  |  |
| * Ability to understand and implement service improvements working with others, to achieve efficiencies | A/I |  |  |
| * Ability to manage and develop paper and electronic based information systems in line with best practice in records management | A/I |  |  |
| **WEBSITE AND WEB APPLICATION MANAGEMENT** | * Strong attention to detail with an analytical mind and outstanding problem-solving skills. | A/I |  |  |
| * Fantastic time management skills with the ability to multi-task. | A/I |  |  |
| * Excellent content creation and writing skills. | A/I |  |  |
| **OTHER** | * Professional, flexible attitude, adaptable, diligent, diplomatic, pro-active, motivational and an innovative team player | A/I |  |  |
| * Excellent customer care skills | A/I |  |  |

**\*Key: Measured by A= Application Form, I=Interview, T=Test**