**Job Description**

PA Market Development Officer

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| **Salary:** | £14,742 pro rata |
| **Hours:** | 20 hours per week – hours and days to be agreed |
| **Type of contract:** | Permanent |
| **Location:** | This is a hybrid role working between our office based in Worthing, home working and with travel required across Sussex |
| **Reporting to:** | Head of Direct Payments and Personalisation |
| **Description of the team**  The Direct Payments Support Service (DPSS) supports disabled people who receive Direct Payments to successfully meet their social care needs by engaging Personal Assistants (PAs) to support them live independent lives.  **Purpose of the role**  The role of the PA Market Development Officer will be to:-   * stimulate and develop the PA market, developing infrastructure to recruit, train and retain PAs. * develop a network of skilled and trained PAs available for work.   The aim of this role is to raise awareness of the PA role and to increase the number of PAs available for work, to ensure there are alternative options to traditional care services giving people greater choice and control over their care and support needs. The outcome is intended to increase the number of people in receipt of a direct payment and improve service provision especially in rural areas and areas with low market growth.  This role will suit you if you are passionate about improving the support and personalised care that is provided locally and that a choice of PA is available to all. Ensuring everyone is in safe hands. | |

Key responsibilities and accountabilities

1. **Day to day service**
   1. To stimulate and develop the PA market, increasing the number of PAs available for work.
   2. Working with our training officer and Skills for Care to support the knowledge and development of the PA market to meet needs across adult and children’s social care and across a range of customer needs.
   3. Maintain relevant up to date knowledge of direct payments, personalisation, training, tax and employment law, assisting PAs with advice and support when required.
   4. Maintain a detailed and accurate database of customers and PAs and collate KPIs for reports as required.
   5. Attend and deliver information at jobs fairs, community venues, further education, and anywhere where suitable job seekers may be found across Sussex.
   6. Create and implement an effective recruitment strategy to promote and advertise the role of the PA.
   7. Research and test new recruitment initiatives.
   8. Use and collect data to understand the effectiveness of recruitment strategies.
   9. Work on marketing and communication campaigns for attracting applicants to the PA role.
   10. Ensure all newly sourced PAs register themselves on PA pages, ensuring there is a wide pool of PAs who can provide support in all areas.
   11. To contribute to the development of PA Pages to meet the needs of the PA workforce.
   12. To work with the Direct Payment team to increase the use of PA Pages.
   13. Ensure all information and guidance for PAs is up to date and on brand.
2. **Service Quality**
   1. Work to Independent Lives quality standards.
   2. Maintain good working knowledge of Independent Lives standard operating procedures including the feedback process.
   3. Ensure that individual performance targets and objectives for speed, efficiency and quality are met.
   4. Achieve satisfied customers.
3. **Reporting/Liaison**
   1. Responsible for ensuring that all standard processes are followed, that customer tools are used appropriately and that all database records are completed accurately and in a timely way.
   2. Liaise with social services teams to promote the role and purpose of the PA, the benefits for Direct Payment customers and encourage referrals from social workers to use our our service.
   3. As required, contribute to and attend joint training events for council, NHS staff, DP employers and PAs.
4. **General**
   1. Annual objectives will be set for this role which will be used to monitor and evaluate performance within the appraisal system.
   2. Other tasks within the remit of the job may be required from time to time.
   3. The job description will be kept under review to ensure that it remains up to date.
   4. The jobholder will be consulted about any proposed changes to the role.
   5. The post holder is expected to work within and actively promote the mission, vision and values of Independent Lives to external stakeholders and staff members, and to comply with all Independent Lives policies and procedures.

**Person Specification**

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| Experience | Essential | Desirable |
| Knowledge or experience of working within a social services environment or via personal experience | V |  |
| Experience of working within a recruitment or advice role |  | V |
| Experience of working in a customer service environment | V |  |
| Experience of researching, signposting, collecting and summarising information based on needs | V |  |
| Experience or ability to liaise and promote joint working with other professionals | V |  |
| Experience or ability to explain complex information in an easy to understand way | V |  |
| Understanding of adult and child protection issues and the ability to work within safeguarding protocols, ensuring accurate recording and reporting | V |  |
| Experience of working within a quality standards framework | V |  |
| Experience of working with Microsoft Office 365 | V |  |
| Values |  |  |
| Person Centered – placing the customer at the heart of everything we do | V |  |
| Inclusive - Good understanding of equality, diversity and inclusion as well as the social model of disability | V |  |
| Innovative - A good listener and able to develop support to meet people’s needs | V |  |
| Excellence - Reliable and showing commitment to teamwork | V |  |
| Skills, Knowledge & Aptitudes |  |  |
| Knowledge of Direct Payments and Social Care Budgets and their legislative framework |  | V |
| Self-motivated with a strong focus on achieving targets and objectives | V |  |
| Excellent face-to-face and telephone manner | V |  |
| Excellent written communication skills including using plain English | V |  |
| Empathetic with an ability to see things from the other person’s point of view | V |  |
| Other |  |  |
| Willingness to work flexibly to meet the needs of the organisation and its customers | V |  |
| Well-presented | V |  |
| Willing to undertake further training relevant to the post | V |  |