

Service Development & Engagement Lead

Job Description

Job Details

Responsible to: Director, Care Opinion Scotland

Location: The post holder will be based in the Stirling office. The post holder must be prepared for significant travel within the Central Belt and across Scotland as well as occasional travel to Head Offices in Sheffield.

Salary: Grade 6: £25,298 - £29,301 depending on qualifications and experience. This is a full time position but we will consider applications from people with relevant skills and experience, who might prefer part time hours.

Benefits: 24 days holiday plus statutory bank holidays and Birthday holiday, generous pension scheme, Perkbox membership

Job Purpose

[Care Opinion](#) is an independent, not for profit social enterprise with a small, committed and passionate team. Our mission is to make it safe and simple for everyone to share their experiences of health and care services in ways which connect people together for change. Inclusion, transparency, integrity and innovation are some of the values which drive what we do and how we do it.

This role is pivotal in both developing our existing service and extending our work further across Scottish health and adult social care services.

The purpose of this job is:

- Marketing Care Opinion with a view to engaging HSCPs, third and independent sector providers which results in subscription sales and increasing use of Care Opinion;
- Develop a positive profile across health and adult social care services with citizens, providers, key national stakeholders, local and national government by through the development and implementation of a comprehensive communication and networking strategy which provides a platform for sustained business and activity;
- Managing sales, engagement and delivery with subscribing organisations.

You will have a passion for harnessing citizen voice in improving health and adult social care services. The post holder will be involved with key stakeholders including local authorities and need an awareness of appropriate political sensitivities. You must demonstrate commitment to Care Opinion's vision, mission and values.

Key role areas

- Developing effective engagement plans which drive the profile and use of Care Opinion across health and social care;



- Managing sales process from initial enquiry to proposal and completion of service level agreement;
- Initiating and leading improvement and development in all aspects of service delivery
- Engaging and supporting providers in the implementation and use of the integrated feedback platform;
- Developing and managing appropriate networks and contacts to support effective development and implementation;
- Ensuring the smooth running of day to day operations via moderation, subscriber support, development of effective resources and procedures, liaison with providers and the public;
- Monitoring and reporting on progress and performance against agreed deliverables;
- Deputising for the Director as appropriate.

Dimensions

- Development: implementing and refining project plan, delivering on KPIs, acting as the sole representative of Care Opinion with providers and key stakeholders;
- Marketing and sales: actively using social media and traditional media to promote awareness, developing site content and blogs, support the development of business model which will lead to future sales;
- Engagement: effective use a wide range of appropriate means to engage providers and stakeholders and staff at all levels with Care Opinion, eg presentations, training (face-to-face/online), arranging, managing and leading local/national events, producing written materials;
- Leadership: managing and leading projects and initiatives; modelling Care Opinion values; strategy development
- Support: delivering excellent training and follow up support, advice to providers in the optimum use of Care Opinion; dealing with provider and public queries;
- Partnership working and networking: establishing and maintaining positive working relationships with key stakeholders at local and national level across health and care;
- Working in a team: timely moderating stories in line with policy, participating enthusiastically in regular meetings, readily undertaking duties which ensure smooth running of day to day business;
- Administration: initiating and maintaining necessary administrative processes;
- Evaluation and monitoring: regularly assessing customer satisfaction, continuously evaluating progress, supplying customer intelligence to product and service development.



Person Specification

Criteria:

The post holder will have significant experience in health and adult social care, an excellent appreciation of the health and social care integration landscape in Scotland and strong commitment to and understanding of the role of citizen feedback in service improvement. Experience of leading and delivering successful projects is key as is the ability to communicate confidently and clearly and enjoy working with all kinds of people.

As part of a small team, a flexible approach and the determination to do whatever it takes to get the job done is important.

Knowledge, skills and experience:

- Relevant experience in a development role in health, social care, local authority or equivalent
- Confident and compelling communicator with excellent training and presentation skills
- Excellent organisational, administrative and IT skills
- Proven leadership and project management skills
- Demonstrates significant online profile and activity
- Excellent networking skills
- Thrives under pressure and consistently delivers highest quality results
- Works flexibly, demonstrating a high level of self-motivation, takes initiative and manages opportunities appropriately
- Strong and committed team player but also able to work in isolation
- Excellent understanding and avid user of social media and the web
- Sales and marketing knowledge and experience
- Own car and the willingness and ability to travel throughout Scotland, and to Head Office in Sheffield, as required
- Has degree or equivalent

Self aware
 Persistent Drive
 Relationship builder
 Decisive Leader
 Project manager
 Perceptive
 Networker
 Intelligent
 Ideas Dependable
 Engenders trust
 Innovator
 Passion
 Team player
 Excellent knowledge of health & care sector
 Can do attitude
 Finisher
 Policy development
 Problem solver



To apply:

If you are interested in this position, please send:-

- a **CV**; and,
- a **covering letter** letting us know why you want to work with us and clearly showing the ways in which your skills, knowledge, and experience matches our requirements.

preferably by email to Gina Alexander

Email: gina.alexander@careopinion.org.uk

By post to: Care Opinion, Suite 15-5, Scion House, Stirling University Innovation Park,
Stirling, FK9 4NF

Closing date: Friday 16 March 2018

Selection will take place during weeks commencing 26 March and/or 2 April 2018. Please indicate your availability during these weeks.

