

Bradford Care Association (BCA) & City of Bradford Metropolitan District Council (CBMDC) **Strategic Workforce Lead for Adult Social Care**

Organisation - Bradford Care Association (BCA) & City of Bradford Metropolitan District Council (BMDC)

Post Title - Strategic Workforce Lead for Adult Social Care

Location(s) - Home based, remote working or can be office based. Must be able to travel easily throughout Yorkshire and Humber for in person meetings and workshops.

Full/Part time - Honorary contract with LA hosted by the BCA - full-time temporary contract (secondment opportunity available) until end of December 2027

Salary – £55,000 - £60,000 dependent on experience

Role is Line Managed by: Louise Bestwick, *CEO (BCA)* & Jane Wood, *Assistant Director (People Commissioning & Business Support, BDMC)*

Reports to - BCA Board, BDMC DMT (Leadership team), BD&C Health and Care People Committee

To apply for this post please send your CV and a covering letter to admin@bradfordcareassociation.org demonstrating how you meet the requirements and main responsibilities of this role.

Closing date for applications is 06/08/25 at 6pm.

Interviews will be held via MS Teams on:

- 15/08/25 (AM)
- 19/08/25 (PM)

If you are successful and unable to do either of these dates, please email.

The following information is provided to help those people considering applying to this post to understand and appreciate the general work content of their post and the role they are to play. The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post-holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis.

As an applicant you will be expected to demonstrate your ability to meet the special knowledge, experience and qualifications required for the role by providing evidence in the application form for the purpose of shortlisting. Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column of this section.

The 'employee competencies' are the minimum standard of behaviour expected and the 'management competencies' outlined are those relevant for a post operating at this level. Both sets of competencies will be used at interview stage and will not be used for short listing purposes.

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ABOUT THE ROLE...

Key Purpose of Post:

- The ASC sector in Bradford District includes the entire Adult Social Care workforce in the independent sector, Local Authority ASC Directorate and in other ASC services (including voluntary sector) across Bradford District and will include the workforce in CQC Registered and non-CQC registered services, such as Registered Managers, Managers, Regulated Professionals (including Social Workers), senior and care / support staff, business support and ancillary roles
- To provide strategic leadership, and oversight and implementation of the Bradford Adult Social Care workforce strategy, 2022-2027, ensuring that commissioned and regulated care and support services continue to provide high level workforce support, including learning and development opportunities for all staff in order to maintain quality care services and meet regulatory standards, e.g. CQC
- To find solutions to recruit and develop existing and future workforce, identifying workforce requirements through a variety of means, including data collection / use, and addressing new ways of working. To enable the provision of a sustainable, sufficient and responsive Adult Social Care workforce and Bradford District development offer for staff are reviewed and improved
- To provide visible leadership and strategic direction for Adult Social Care linked to Bradford and District and West Yorkshire ICB NHS People Plans, during a period of transformation across the Health and Care Partnership (H&C)
- To represent the Adult Social Care sector, articulating challenges and successes, and influencing key Health & Care system stakeholders at Place, ICS, Regional and National levels, to: address disparity of pay, terms and conditions; improve the image, recognition and value of the ASC workforce within the Partnership; gain access to health and well-being initiatives and reward / incentive offers; gain access and widen learning / development opportunities, improving recruitment, well-being and retention of the ASC workforce within the H&C Partnership.

Main Responsibilities of Post:

1. To have overall responsibility for leadership for the strategic Adult Social Care sector development plan and workforce strategy for Bradford District. This shall include the ASC workforce of circa 14,000 people.
2. Ensure that strategic workforce planning is undertaken consistently across the ASC sector using standard tools and processes; but identifying improvements to the process and feeding that back to relevant colleagues within ASC and the Health & Care Partnership. Specifically ensuring that workforce planning happens in alignment with ASC, Health and Care Partnership and ICS planning processes and timescales with a view to developing a 5-year plan that ensures that the ASC sector:
 - a) has a workforce of the right size

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- b) has the right values, behaviours, knowledge, skills and inclusivity and diversity
 - c) is organised in the right way
 - d) is within allocated budgets
 - e) can deliver the services we need to provide safe, effective, and high-quality care and support, and
 - f) can fulfil the workforce requirement as part of a wider H&C Partnership.
- 3. Provide specialist advice and guidance on workforce planning and associated analysis, in support of workforce resourcing and engage and lead on strategic, operations and business planning.
- 4. Act as a support and an objective 'critical friend' to senior leaders and key stakeholders to ensure maximum workforce capacity is realised through delivery.
- 5. Provide input and direction to senior leaders by analysing, interpreting, and translating complex workforce data and trends, anticipate changes, to support better planning and forecast of workforce requirements.
- 6. Co-design and co-develop workforce interventions needed to support strategic workforce plans with colleagues across ASC sector and the HSC Partnership to meet outcomes and deliver priorities; ensuring that timescales are identified, budget identified and allocated, and liaison occurs regularly to ensure progress is being made.
- 7. Build and sustain effective working partnerships across Adult Social Care sector and Bradford Health &Care Partnership, and with WY ICB and DHSC to promote joined up, and effective responses and service provision for adults with care and support needs.
- 8. Lead on workforce planning for the ASC sector in relation to recruitment, selection and retention of the workforce required to ensure that safe and appropriate people processes are followed.
- 9. Provide strong leadership to the ASC sector, working alongside care providers and colleagues to develop effective communication and to ensure continued quality service development and embed audit processes.
- 10. Lead on HR and OD improvements / developments on behalf of ASC care providers / commissioned services.
- 11. Support the Yorkshire and Humber ADASS & Home Office collaborative approach to International Recruitment.
- 12. Ensure that ASC workforce initiatives / activities are subject to effective financial management and work to the allocated budget and policy direction, and report into BDMC's DMT / H&C Partnership People Committee and BCA Board.

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13. Acts as lead commissioner for learning and development needs for the ASC sector.

14. Ensure that the requirements of GDPR and Freedom of Information Act are met.

REQUIREMENTS...

Special Knowledge Requirements:

Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column.

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| Experience of leading on issues of organisational change and development | x |
| An understanding at a national, regional, ICS and local level of the remit and challenges of Adult Social Care within the integrated system | x |
| Can critically evaluate the learning and development needs of the workforce | x |
| Ability to plan, prioritise and manage a heavy workload from a variety of sources while maintaining a high standard of quality and working under time constraints | x |
| Able to manage successful project delivery in complex partnerships and an ability to build and manage relationships effectively and to bring people together to optimize partnership working | x |
| Experience of successfully managing multi-disciplinary teams and able to work effectively with different stakeholders in Partnerships | x |
| Able to work on own initiative and manage the competing demands by effective self-management, motivation, and prioritisation | x |
| Can identify risks in ensuring the delivery of statutory outcomes and local / national priorities and can establish and deliver appropriate strategies to counter them | x |
| Carry out analysis of and report information and data from a range of sources, to identify financial and other issues, resolve problems and ensure compliance with financial procedures and requirements | x |
| Has excellent written and verbal communication skills, and the ability to present information in a clear, concise way for the relevant audience using a range of methods / media | x |

Relevant experience requirement:

- Must have significant experience of management across social care and/or health settings and/or across workforce development

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- Be able to demonstrate great interpersonal skills combined with excellent leadership and management capacity, with a passion to improve the lives of adults with care and support needs through supporting the delivery of high-quality workforce development

Relevant professional qualifications requirement:

- Degree or equivalent level qualification in HR, social work, management, education, psychology or a similar health and social care related field

COMPETENCIES...

Core Employee Competencies:

- Carries Out Performance Management – covers the employee's capacity to manage their workload and carry out several specific tasks accurately to a high standard
- Communicates Effectively - covers a range of spoken and written communication skills required as a regular feature of the job. It includes exchanging information/building relationships, giving advice and guidance, counselling, negotiating, and persuading and handling private, confidential, and sensitive information
- Carries Out Effective Decision Making - covers a range of thinking skills required for taking initiative and independent actions within the scope of the job. It includes planning and organising, self-effectiveness and any requirements to quality check work
- Undertakes Structured Problem-Solving Activity - covers a range of analytical skills required for gathering, collating, and analysing the facts needed to solve problems. It includes creative and critical thinking, developing practical solutions, applying problem solving strategies and managing interpersonal relationships
- Operates with Dignity and Respect - covers treating everyone with respect and dignity, maintains impartiality/fairness with all people, is aware of the barriers people face.

Management Competencies:

- Operates with Strategic Awareness - Our leaders work with H&C Partnership and national priorities and policies in a joined up, accountable and transparent way with our key stakeholders
- Practices Appropriate Leadership - Our leaders motivate their staff to exceed expectations through raising their awareness of goals and moving them beyond self-interest for the sake of the ASC sector and H&C Partnership. They consider serving the district in all that they do
- Delivering Successful Performance - Our leaders monitor performance of services, teams & individuals against targets & celebrate great performance. They promote the H&C Partnership's vision & work to achieve shared values & agreed outcomes

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- Applying Project and Programme Management - Our leaders work to ensure that outcomes and objectives are achieved within desired timescales, make best use of resources, and take a positive approach to contingency planning
- Developing High Performing People and Teams - Our leaders coach individuals and teams to achieve their potential and take responsibility for continuous improvement. They champion the ASC sector and H&C Partnership values and goals.

For further information regarding this post, please contact Louise Bestwick, CEO of BCA on louise@bradfordcareassociation.org

Or Jane Wood, Assistant Director, People Commissioning & Business Support (CBMDC) on jane.wood@bradford.gov.uk

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