

ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT Health and Adult Social Care

POSTHOLDER NA

SECTION Adult Social Care

GRADE PO8

POST DESIGNATION (TITLE) Locality Lead

Purpose of Job:

To be responsible to Head of Service for:

- i) The strategic and operational leadership of community-based assessment and care planning services across a defined area.
- ii) Ensuring that high-quality, person-centred services are delivered in line with national legislation, local priorities, and integrated working practices across health and social care. The effective utilisation of the delegated human and financial resource budget to meet residents assessed needs.
- iii) Developing CARE ACT functions with partners in addressing Prevent, Reduce and Delay within a designated neighbourhood.
- iv) Delivering Care Act functions in partnership with local community resources.
- v) The oversight of approximately 50 staff members, including Locality Leads, operating within a newly implemented Multi-Disciplinary Team (MDT) model.

Manages up to 6 directly managed staff.

Manages up to 50 indirectly managed staff.

Accountable for the utilisation of staff resources in meeting Care Act duties.

Main Duties:

Leadership & Management

- 1) Develop system approaches that deliver strength based, high-quality assessment and support planning for adults and carers, ensuring compliance with local and national policies and procedures.
- 2) Lead on the development and delivery of Care Act functions in collaboration with health, housing, and community sector partners, with a clear focus on prevention, reducing need, and delaying escalation of support requirements.

- 3) Monitor and develop professional practice across the service area to ensure high standards are met, quality is maintained, and eligibility criteria are applied consistently.
- 4) Directly accountable for the ongoing management of performance, including tracking, analysing, and responding to key performance indicators. The postholder will ensure that targets are achieved, areas for improvement are addressed promptly, and that services consistently deliver enhanced outcomes for residents.
- 5) Exercise sound financial stewardship by planning, monitoring, and controlling delegated budgets and other resources in accordance with council policies and financial regulations.
- 6) Lead recruitment and selection processes for staff, including Locality Leads, and ensure effective training, supervision, and development to uphold professional standards and drive service improvements.
- 7) Manage HR responsibilities including attendance, performance management, and conduct issues, ensuring all matters are handled in line with Council policies and procedures.
- 8) Lead on employee investigations, disciplinary hearings, and appeals in line with Council procedures, ensuring fair and timely outcomes.
- 9) Lead on the development of localised neighbourhood integration with community resources, provider market and voluntary sector.

Strategic Planning & Service Development

- 10) Support the Head of Service in shaping and driving the strategic direction of assessment and care planning services. Ensure services are person-centred, outcome-focused, cost-effective, and aligned with legislative and policy frameworks.
- 11) Responsible for equipping staff and communities with the skills, knowledge, and training required to undertake Care Act duties effectively, fostering a culture of continuous professional development and high-quality practice across the service.
- 12) Champion and promote best practice in Equality, Diversity, and Inclusion (EDI), ensuring that services are accessible, culturally responsive, and designed to reduce inequalities, while fostering an inclusive working environment for staff
- 13) Undertake and deliver strategic or operational projects that contribute to innovation, efficiency, or service redesign.
- 14) Lead on the preparation and delivery of business plans, service reviews, and transformation projects that contribute to continuous improvement and better outcomes for residents
- 15) Lead consultation and engagement activities with service users and carers to shape service development and ensure accessible information is available in diverse formats
- 16) Lead on identifying gaps in community provision through frontline insight and analysis, working with commissioning colleagues to design and develop new care offers that respond to emerging needs and strengthen local support systems.

Joined Up Working & Partnerships

- 17) Cultivate and sustain robust partnerships with NHS, housing, and voluntary and community sector organisations, actively contributing to joint planning initiatives that drive integrated service delivery and effective capacity planning across health, housing, and social care
- 18) Work collaboratively with other council departments, statutory agencies, and voluntary organisations to co-produce and co-design responsive, community-based services.
- 19) Work in close coordination with other Locality Leads to provide senior operational cover as needed. Deputise for the Head of Service when required.

Complaints & Stakeholder Management

- 20) Respond to complex enquiries and complaints from service users, elected Members, and MPs, preparing professional responses and reports as required.
- 21) Maintain up-to-date knowledge of relevant legislation, guidance, and best practice, including Safeguarding, Mental Capacity, Deprivation of Liberty Safeguards (DoLS), and NHS Continuing Healthcare (CHC), with particular application of the Coughlan judgment and its implications for eligibility and service provision.

RBG

- 22) Undertake any other work appropriate to the level and general nature of the post's duties.
- 23) Where necessary for the job role or appropriate for continued development in the role, the post holder may be required to participate in training and development courses made available via the Council's Apprentice Levy funding.
- 24) Undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
- 25) Perform all duties in line with Council's staff values showing commitment to improving residents' lives and opportunities, demonstrating respect and fairness, taking ownership, working towards doing things better and working together across the council.
- 26) Ensure that appropriate levels of emergency planning and business continuity management preparedness are in place for the service, and that your teams are appropriately briefed on their roles in an emergency.
- 27) Be responsible for undertaking employee investigations, hearings and appeals in line with the RBG policies and procedures. (Appropriate for PO4 and above jobs only)
- 28) Be responsible for providing mentoring opportunities to junior staff (e.g. graduates, apprentices etc.)
- 29) This post requires an Enhanced DBS with adult's barred list and will be supported by Safer Recruitment tools
- 30) Undertake supervision/management of staff as and when required.

- 31) You may be required to undertake alternative, additional or ancillary duties from time to time or transfer to another service department within the Council as the Council may reasonably direct to meet service user demand in the event of a crisis or emergency.

Designation of the post to which the postholder normally reports to: Head of Service

Person Specification



Job Title	Locality Lead
Grade	PO8
Service/Section	Adult Social Care
Directorate	Health and Adult Social Care

Shortlisting Criteria: Essential criteria assessed via application form should be used to shortlist.

Criteria	Essential/ Desirable
Knowledge	
A qualification in Social Work or a relevant professional qualification	E
Strong knowledge of adult social care legislation and guidance, including the Care Act 2014, Mental Capacity Act, Safeguarding Adults, Deprivation of Liberty Safeguards (DoLS), and Continuing Healthcare frameworks.	E
Understanding of integrated health and social care systems, with awareness of NHS structures and planning mechanisms.	D
Knowledge of local government operations, corporate priorities, and performance management frameworks.	D
Financial regulations, budget monitoring, and cost-effective care planning principles.	D
Understanding of workforce development, HR policies, supervision, performance management, and disciplinary procedures.	D
Skills and Abilities	
Ability to lead multi-disciplinary teams effectively, provide clear operational direction, and foster a supportive and high-performing culture.	E
Capacity to contribute to and deliver service transformation, improvement projects, and operational planning aligned with strategic goals.	E
Skilled in responding to complex enquiries and complaints from residents, elected Members, and professionals, with strong written and verbal communication skills.	E
Able to manage complex issues, apply policy consistently, and make sound judgements under pressure, especially in safeguarding and eligibility matters.	E
	E

Ability to track, interpret, and respond to performance indicators to maintain and improve service standards.	E
Proficient in planning and controlling delegated budgets, ensuring effective and efficient resource use.	D
Competent in leading service reviews, redesign projects, and strategic initiatives that support innovation and improved outcomes.	
Experience	
Experience in managing adult social care teams within a statutory setting, including oversight of assessment and care planning functions.	E
Proven experience in supervising and developing social care professionals and supporting team managers or deputies.	E
Track record of leading change, implementing service improvements, and delivering transformation projects.	E
Experience of working within a multi-disciplinary model and managing across complex staffing structures.	D
Familiarity with responding to complaints and high-profile enquiries, including liaison with Members and MPs.	D
Involvement in strategic planning and shaping services using resident and carer feedback.	E
Demonstrated experience managing staff performance, absence, recruitment, and HR processes in accordance with policy.	E
Evidence of working collaboratively with health and voluntary partners to deliver integrated support at community level.	D
Equal Opportunities	
Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.	D
Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.	D