

## Area Director of Health and Care

<b>Job Level</b>	<b>6</b>	<b>Kornferry Function</b>	
<b>Directorate</b>	<b>UK Operations</b>	<b>Function/Service</b>	<b>Health and Care</b>
<b>Direct Reports</b>	<b>Up to 5</b>	<b>Indirect Reports</b>	<b>50+</b>

The Leadership and Management of our people is critical to us as an organisation. The responsibilities and expectations of Leaders and Managers at this level can be found in [Our Leadership Framework - RedRoom](#).

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

<b>Purpose</b>	<p>The Director of Health and Care (H&amp;C) will lead the development and delivery of our UK H&amp;C service offer, nationally quality assured and locally tailored, in their area through the area operational teams and in collaboration with partners from other UK service teams or other parts of the organisation.</p> <p>They will lead and represent service development initiatives at regional/local level to both, internal and external audiences or partners. They will play an active role in the national management team and oversee the adherence to all business processes and procedures, as well as delivery of the services' strategies in the UK.</p> <p>They will be responsible for developing a team of volunteers and staff in their area who will champion growth in our person-centred service delivery within our H&amp;C services while delivering high quality service outputs.</p>		
<b>Budgetary responsibility/ accountability</b>	c. £3m – 5m	<b>Accountability for other resources</b>	Fleet required by service
<b>Key Responsibilities</b>	<p><b>Service Delivery &amp; Strategy</b></p> <ul style="list-style-type: none"> <li>To facilitate, stretch and direct service development and delivery in the area for which they are responsible. To ensure consistent delivery of our UK service offer, nationally quality assured and locally tailored, ensuring that our beneficiaries are at the centre of what we do.</li> <li>To play a leading role contributing to the development and growth of our UK H&amp;C service offer, ensuring that we learn from, share and where appropriate, replicate successful innovation at local level.</li> <li>To ensure that the area's plan and budget are prepared, monitored and delivered within the framework of the Corporate Strategy.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Represent the area during annual planning and budgeting and engage with fundraising in developing the fundraising strategy for the area.</li> <li>• Provide area leadership that ensures effective use of British Red Cross systems and processes, driving engagement and adoption, and contributing via collaboration and co-production to all service system developments.</li> <li>• Take a lead role for the area during periods of surge activity, coordinating the response on behalf of the area during peak periods of activity, including emergencies.</li> </ul> <p><b>Service Development</b></p> <ul style="list-style-type: none"> <li>• To work as an ambassador and catalyst for development and change, with volunteers and staff at all levels.</li> <li>• To ensure that all the services across their area are appropriately quality assured, with fully trained and competent volunteers and staff in place to deliver the best possible service experience for our beneficiaries.</li> <li>• As a member of the H&amp;C National Management Team, ensuring that we are learning and transferring experience effectively across the UK; where required, taking a lead role in projects or programmes of work and assisting to implement the policies and other decisions made by H&amp;C NMT / UK Leadership Team (UKLT) / Executive Leadership Team (ELT).</li> </ul> <p><b>Stakeholder Management</b></p> <ul style="list-style-type: none"> <li>• To ensure that organisationally we have the network of external relationships in the area across health, social care, and emergency services as well as other partner agencies necessary to provide high quality services now and open the door for the development of high-quality services in the future.</li> <li>• To act as the pivotal role in understanding what each UK Operations service is delivering within their area.</li> <li>• To act as a spokesperson and ambassador for the British Red Cross, protecting and promoting its work, good name and reputation at all times.</li> </ul> <p><i>The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.</i></p>
<b>Knowledge &amp; Skills</b> <i>*Essential</i>	<ul style="list-style-type: none"> <li>• Development of appropriate service delivery processes, mechanisms and systems</li> <li>• Implement effective monitoring and evaluation tools, using national frameworks as appropriate to ensure consistency of high-quality service delivery.</li> <li>• Build strong and effective alliances and relationships</li> <li>• Use and operate delivery performance measures and report on delivery outcomes</li> </ul>

	<ul style="list-style-type: none"> <li>Knowledge of: <ul style="list-style-type: none"> <li>The government, statutory and voluntary sectors in which the BRC works</li> <li>The service areas in which the BRC operates – including health, social care and surge response mechanisms</li> </ul> </li> </ul>
<b>Experience</b> <i>*Essential</i>	<ul style="list-style-type: none"> <li>Senior operational management delivering varied services within a complex, geographically dispersed operating environment</li> <li>Managing a multi-disciplinary team supporting vulnerable people including strong people and teams development</li> <li>Liaising, networking and influencing at a senior level with external partners</li> <li>Management of significant budgets, financial planning, setting financial and delivery targets</li> <li>Identification and management of risks and issues</li> <li>Managing teams through change</li> </ul>
<b>Experience</b> <i>Desirable</i>	<ul style="list-style-type: none"> <li>Managing and operating to contracted arrangements at a senior level</li> <li>Achieving sustainable business growth</li> <li>Experience of identifying service needs, and exploiting and developing service opportunities</li> </ul>
<b>Additional requirements</b>	<ul style="list-style-type: none"> <li>Ensures inclusive practice and promotes diversity</li> <li>Ability to work and travel in the UK</li> <li>Ability to work unsocial hours on occasion</li> </ul>

<b>Pre Engagement Checks</b> Highlight bold as required	
DBS- England & Wales	Adult/ Child/ <b>Adult &amp; Child Workforce</b> /None
PVG- Scotland	Adult/ Child/ <b>Adult &amp; Child</b> / None
Access NI- Northern Ireland	Vulnerable Adult/ Child/ <b>Vulnerable Adult &amp; Child</b> /None
Driver Check	Yes/No
<b>International Roles Only</b>	
International Police Check	Yes/No
International Driving Licence for manual cars	Yes/No

<b>Role Reference</b>		<b>Review Date</b>	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.