

Job Description

Title:	Community Engagement Adviser (Micro-Providers @ Home Project)
hours:	30/37.5 hours per week
Office Base:	Carers Plus Yorkshire
Accountable to:	Deputy CEO
Line Management:	Service Manager (Communities)
Contract:	12 months (in the first instance)

Job Summary:

As a Community Engagement Adviser, the postholder will work to meet the objectives of the Micro-Provider@Home project within our My Neighbourhood Community Services umbrella. The role's main focus will be on promoting and nurturing the potential of very small community-based businesses and those considering this line of employment/self-employment (Micro-Providers), to support people in their own homes.

Micro-Providers@Home project is delivered locally by CPY in partnership with Humber and Wolds Rural Action (HWRA) as the overall contract managers. The aim of the project is to:

- create more local, innovative personalised care* services, which will increase access to appropriate responsive support for people in ways and times that suit them
- present an alternative to traditional home care and prevent escalation into statutory health and social care
- support the development of a Micro-Provider support network, encouraging ongoing peer support, information sharing and the development of best practice
- support the development of a Micro-Provider website, acting as a directory of support to bring localised choice to people at home

(*please note this is not regulated/personal care)

The postholder will work within the wider My Neighbourhood team, who support a wide range of CPY activities and opportunities within local communities around East Riding of Yorkshire and within Scarborough, Whitby, Ryedale. Collectively your work is designed to build resilience and sustainability within local communities. As part of the team, you will be passionate about working in partnership with others, bringing skills, expertise and commitment to making a difference at a local level.

The postholder will be self-motivated; able to plan and manage their workload; adept at listening and responding to the needs of individuals and communities, and keen to capture, reflect and build on the impact created.

Key areas of delivery for the MP@Home project include:

- Identification and support of local micro-providers in the East Riding area.
- Promotion and development of micro-providers to enable self-employment opportunities alternative to traditional home care e.g – dog walking, shopping, carer support in its widest aspect.
- Navigation and referrals to specialist trainers including – self-employment, safeguarding, boundary setting, Dementia Friends.
- Encouraging partnership engagement to support the promotion and reach of the Micro-Provider project both in terms of identifying micro-providers and potential recipients of services
- Supporting the development, nurturing and implementation of real community-led activity; working in partnership with groups, partners and individuals to make communities thrive and helping themselves locally

Key responsibilities include:

1. To work with HWRA Project Manager (and appropriate Health and Adult Care leads within ERYCC) to develop a locality response to the Micro-providers project including promoting and empowering individuals and groups interested in receiving advice, guidance and training on setting up their own micro provider businesses.
2. To understand the demography, geography, assets and challenges of your locality; using this knowledge to inform project development
3. Help set up an information and network of micro-providers – this will encourage on going peer support, information sharing and development of best practice (information to be held on central 'directory')
4. To provide ongoing support and signposting to micro-businesses, including through face-to-face meetings and workshops, responding to telephone calls, and email enquiries and via the Micro-Provider support network/website once established.
5. To work with individuals and/or communities by establishing consultation, initial contact and assisting them to identify their own needs, goals and opportunities.
6. To be confident in the delivery of training packages designed centrally with HWRA and delivered locally to interested parties
7. To provide the 1-2-1 support to potential micro-providers; referring to specialist agencies as required to set up self-employment as well as specialist training opportunities depending on need.
8. To work alongside communities and partners to identify gaps in provision and practice - planning to take action and identify solutions to move forward that may lead to micro-provider development
9. To develop effective relationships with key partners to identify and create referral pathways to respond to people's needs within the community and prevent escalation e.g Social Prescribing, local Coordination Service, ERYCC, Adult Social Care, Unpaid Carers, Community Services, Primary Care Networks, Commissioners at Place and hospital services
10. To develop new ways of identifying, reaching and supporting those who remain hidden within communities; developing environments and opportunities for them to feel confident to engage with micro-providers

11. Where more appropriate, develop volunteer engagement including recruitment, induction, deployment and retention as part of the wider MN team (this support may lead to future confidence to become a micro-provider)
12. To assist professionals (across all sectors) to identify hidden members of their communities who would benefit from some level of care, engagement and/or support
13. To support and empower community members to have a strong “voice” which will influence decisions, policy-making and service-planning.
14. To represent Carers Plus Yorkshire and the Micro-Provider@Home project at a local or regional level when required.
15. To produce regular reports to support project lead on the progress of his/her work.

CPY General Duties (all employees):

1. To maintain strict confidentiality over personal information relating to individuals, being GDPR compliant
2. To understand and comply with CPY Safeguarding Policies and Procedures and undertake training as required for your role.
3. To maintain monitoring and recording systems, using Charitylog data base (training given)
4. To assist in maintaining an accurate and comprehensive information resource which is accessible to staff, carers and other agencies.
5. To advise Carers Plus Yorkshire of ways to improve its own service and other services for local carers, using knowledge and experience gained from carers themselves, and to record unmet need.
6. To comply with Carers Plus Yorkshire’s policies and procedures
7. To identify and agree with his/her Line Manager his/her own training and development needs and seek ways to address them.
8. To prepare for, attend and contribute to regular one-to-one supervision sessions and team meetings.
9. To provide appropriate cover for staff absences.
10. Any other duties as required to support the organisational priorities and Business Plan, in agreement with the Service Manager (Communities) and Chief Exec Officer.
11. To be flexible with contracted hours as required by Carers Plus Yorkshire and in agreement with Line Manager.