

Role Profile

Part A - Grade & Structure Information

Job Family Code	11SW	Role Title	Professional Development Lead
Grade	PS11	Reports to (role title)	Professional Development Manager
JE Band	PS11	Directorate / School	AWHP
Date Role Profile was created	14.01.26	Service / Department	ASC Academy
Agile	Information	<u>DBS Requirement</u>	Enhanced with Adults

Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

Role Purpose including key outputs	<ul style="list-style-type: none"> •Support and lead on the professional development of staff (registered and unregistered) in the AWHP directorate •Support the coordination of career development, learning activities, and innovation. •Drive continuous improvement of practice standards across specific policy or practice areas. •To develop and implement changes to systems, tools, processes, practices and workforce to improve ways of working that maximise all resources for better outcomes for the people we support. To influence organisational development. •Empower and support staff to respond proactively to legislative and policy changes. •Act as an expert practitioner in promoting, developing, and maintaining best practice standards. •Support the development and delivery of training and learning events across the county. •Contribute to best practice and best value service provision in line with directorate priorities for personalised local services. •Maintain professional credibility as part of a high profile, visible role. •Work collaboratively with managers, staff across the Directorate, other service areas, and local/regional partners. •Stay up to date with national policy frameworks, emerging issues, and sector challenges.
Work Context	<p>The role sits within the AWHP directorate and the work of the team is countywide, spanning locality, hospital, and specialist teams. The teams' remit is to fulfil statutory functions, support the retention and recruitment of staff and lead on practice improvements. This includes ensuring the robust delivery of training for all staff, promote consistent and good practice and lead on the continuous improvement across the AWHP directorate. The Academy acts as a hub for professional development, reflective practice and responsive support.</p> <p>The role holder will be responsible for developing and maintaining excellent working relationships with internal and external partners, user led organisations, people who draw on care and support and carers.</p>
Line management responsibility if applicable	The post holder will have line management responsibility for a small team, including learning and development consultants, trainees and support staff.
Budget responsibility if applicable	No direct budget responsibility but may make recommendations for provision of services in line with budgets. The post holder may have direct budget control as necessary.
Representative Accountabilities Typical accountabilities in roles at this level in this job family	<p>Casework Management</p> <ul style="list-style-type: none"> • Provide leadership and professional support to colleagues and other professionals in situations of high complexity. • Apply extensive knowledge of practice, theory and legislation to enhance practice, procedures and policies, promote innovation, and introduce new ways of working from recognised sites of excellence. • Make use of sophisticated, critical reasoning and both model and facilitate reflective and evidence-informed practice. <p>Assessment and Review</p> <ul style="list-style-type: none"> • Support and encourage professional decision-making in others, to enable assessment procedures to be used discerningly in response to the presenting needs. • Maintain and provide expertise in specialist assessment and intervention and support others to develop these skills. • Model the effective assessment and management of risk in complex situations, across a range of situations, including positive risk taking situations. <p>Safeguarding</p> <ul style="list-style-type: none"> • Provide professional leadership on safeguarding issues in collaboration with other senior members of the team. • Provide support to resolve concerns about practice. <p>People Management</p> <ul style="list-style-type: none"> • Manage a defined team or area providing clear organisation, direction and development. • Provide professional support, advice and/or supervision. • Monitor and support the performance management and development of team members using a coaching approach, to support individual development and ensure that individual contributions are maximised. • Manage complaints where required, and verify assessments and authorise when appropriate.

	<p>Work with others</p> <ul style="list-style-type: none"> • Promote positive working relationships in and across teams and with partners in statutory, voluntary and third sector organisations, using strategies for collaboration and arbitration. • Contribute to and provide professional leadership of organisational change and development and address performance management issues that arise. • Ensure that all staff in the team are adhering to the requirements of data quality legislation. <p>Finance/Resource Management</p> <ul style="list-style-type: none"> • When required, monitor, analyse and manage delegated budgets, funding and resources in accordance with council policies and procedures, or have indirect influence on wider service budget. <p>Duties For All</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, safety and welfare: Responsible for ensuring health & safety policies, procedures and legislation are fully implemented, communicated and managed including making sure that health and safety responsibilities are fully understood and carried out by employees within their service area.</p>
<p>Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics</p>	<ul style="list-style-type: none"> • Relevant professional qualification and registration where required. • Extensive, sophisticated and up to date working knowledge of relevant national and local policy, statutory guidance and legislation in relation to the provision of Health and Social Care services. • Ability to promote positive working relationships in and across teams, using strategies for collaboration and arbitration. • Ability to contribute to and provide professional leadership of organisational change and development and address performance management issues that arise. • Ability to communicate effectively in highly charged, complex or challenging situations to a wide range of audiences for different purposes and at different levels, including public speaking. • Ability to model and promote a culture of clear communication, supporting the development of effective communication skills in others. • Ability to influence organisational development pro-actively using feedback from your area of responsibility • Ability to gather information to inform judgement for interventions in more complex situations and in response to challenge. • Ability to routinely explain professional reasoning, judgements and decisions made and record these in a clear concise way. • Ability to use knowledge to make complex judgements in uncertain and ambiguous situations, supporting others to do the same. • Excellent partnership working skills with an ability to communicate and collaborate effectively with partners in statutory, voluntary and third sector organisations. • Competent in the use of basic IT skills. • Demonstrable experience in successful recruiting, performance managing, coaching and developing staff. • Good problem solving and analytical skills with the capacity to devise and implement innovative solutions.
<p>Details of the specific qualifications and/or experience if required for the role in line with the above description</p>	<p>Professional social work, occupational therapy, nursing or other relevant health qualification or significant experience in social care or an allied profession. Up to date knowledge of the current statutory framework for health and social care provision, the current policy guidance and the key organisations involved in the provision of health and care services. Substantial knowledge of social care and health services and organisations involved in their provision. Ability to manage and monitor a budget in accordance with financial procedures. Ability to work effectively in partnership with a range of different organisations to deliver effective and successful outcomes. Ability to maintain an awareness of changes in the national and local contexts and their impact on practice and communicate this to influence organisational development. Ability to provide coaching to support team members and colleagues and to promote positive working relationships in and across teams using strategies for collaboration. Experience in managing/ developing staff using reflective supervision and evidence-based approaches. Ability to use problem solving approaches to identify innovative improvements and initiatives. Ability to draw on a range of effective and appropriate written and oral communication skills, including briefings, formal reports, presentations, meetings, and group discussions. Ability to monitor, collate and analyse data for a range of qualitative and quantitative sources to support recommendations or create business cases. Ability to effectively use IT equipment, windows software and casework database systems eg LAS. Experience of managing delivery and improvement of care or health services to meet generic needs in a range of settings.</p>
<p>Role Summary</p>	<p>Roles at this level assist with leading, motivating and managing a team ensuring the service provided is consistent, effective and delivers positive outcomes for individuals, their carers and families.</p> <p>They contribute to and support the development of practice, procedures and policy and specifically the professional development of the team.</p> <p>They are accountable for the provision of effective professional practice within the team, the provision of effective, reflective professional supervision, as well as line management and appraisal.</p> <p>These roles provide expert guidance in situations of complexity, where there is conflict or resistance and enable others in the team to manage complex and challenging situations. They deputise for the team manager when required (where appropriate).</p>
<p>Reference Number</p>	<p>BM-2026-092</p>