

Barking & Dagenham



Candidate Briefing

CLIENT:	London Borough of Barking & Dagenham
ROLE:	Operational Director Adults' Care & Support
PENNA CONSULTANT	Andrew Tromans (07805 226301 / andrew.tromans@penna.com)
APPLICATIONS DEADLINE:	Sunday, 10 th November



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Further Reading:

[Barking & Dagenham Corporate Plan 2023-26](#)
[Barking & Dagenham Plans & Strategies](#)
[Plans & Strategies in Adult Social Care](#)



Welcome Letter

Dear Applicant,

Thank you for your interest in the London Borough of Barking and Dagenham.

At Barking and Dagenham, we are more than just a workplace—we're a vibrant, diverse community committed to making our borough a place where people are proud to live, work, study and stay.

As a borough we continue to undertake ambitious transformation to deliver real change for our community. We've redefined the way we provide services and have emerged as London's biggest growth opportunity, with a growing reputation as a place to invest and prosper. For adult social care, this means we are having to rethink our services in how best to deliver to our changing community needs, younger working age adults especially those residents within our Learning Disabilities and Autism cohort; and use of new ways of working, such as Caretechnology and more support within the community to support independence such as employment and housing.

Our borough will soon be home to London's largest film studios and a new base for three of London's iconic markets—Billingsgate, New Spitalfields, and Smithfield. With 95% of our schools rated good or outstanding by Ofsted, the capital's first multi-million-pound Youth Zone, and an ambitious plan to build 50,000 new homes in the next 20 years, we are transforming our future while ensuring our residents remain at the heart of everything we do.

If you join us in this leadership role, you'll be responsible for overseeing a range of crucial services, including adult care, disability services, and mental health services—all of which are key to the council's priorities as well as leading a high-performing team.

As part of this leadership role, you will oversee the review of pathways into social care, allowing us to better manage the demand for our services. You will also ensure that our services make full use of new ways of working to optimise resources and deliver the necessary efficiencies. Additionally, you will focus on enhancing reablement services and integrating new technologies to continuously improve outcomes for our residents. Furthermore, you will play a critical role in preparing the borough for upcoming inspections, ensuring we meet the highest standards of care and service delivery.

We are looking for someone passionate about adult services, who is eager to explore innovative approaches, lead strategic change, and bring together a diverse range of staff, partners, and providers to achieve our goals.

In return, we offer a supportive and inclusive working environment, with active staff networks, hybrid working and many other benefits. Most importantly, we offer a real opportunity to make a meaningful difference in the lives of our residents.

If you share our vision and are looking for a place where you can truly make an impact, we'd love to hear from you.

I look forward to receiving your application.

Best Regards,



Elaine Allegretti

Strategic Director Children's and Adults



Advert

Operational Director – Adults' Care and Support

Salary £107,998 - £117,736 | London Borough of Barking & Dagenham

(Hybrid-working, alternative / flexible working options are available)

Barking and Dagenham

Welcome to the London Borough of Barking and Dagenham, a vibrant community undergoing a remarkable transformation.

We are recognised as London's biggest growth opportunity, attracting investments and fostering prosperity. Home to London's largest film studios and our iconic markets, our borough is a hub of innovation and development. With 95% of our schools rated good or outstanding by Ofsted, a pioneering Youth Zone, and an ambitious plan to build 50,000 new homes, Barking and Dagenham is a place of unparalleled growth and opportunity.

Our recent accolades, including the LGC Driving Growth Award and Council of the Year, showcase our commitment to progress and excellence.

Join us and be a part of this dynamic journey where you can make a real difference in the lives of our residents. For adult social care, this means we are having to rethink our services in how best to deliver to our changing community needs, younger working age adults especially those residents within our Learning Disabilities and Autism cohort; and use of new ways of working, such as Care technology and more support within the community to support independence such as employment and housing.

The role

We are looking for an experienced adult social care professional to lead the delivery of essential frontline adult services to the residents of Barking & Dagenham.

Reporting directly to our Strategic Director Childrens and Adults, you will oversee our adult care and support services, disability services, and mental health services.

In this leadership role, you will guide a high-performing team, reviewing pathways into social care, ensuring our services fully leverage new ways of working, optimizing reablement, and integrating new technologies. And you also will play a key role in preparing the Borough for upcoming inspections.

If you are passionate about delivering high-quality, sustainable adult services, we offer a supportive and inclusive working environment, flexible working options, and the opportunity to make a meaningful impact on our community. Join us in shaping a safer, stronger future for Barking & Dagenham.

Travel & workplace requirements

This role includes hybrid working, with a minimum requirement of three days in the office per week. On occasions, there may also be a requirement for you to travel to locations away from your



contractual base, using reasonable and suitable means available to you. If you require a reasonable adjustment due to a disability to meet the travel requirements of this role, please speak with the contact detailed below.

Next steps

For more information about this opportunity, or a confidential discussion about your suitability, and to apply, please contact our retained partners at Penna:

- Andrew Tromans: email andrew.tromans@penna.com or call 07805 226301
- Zara Bruton: email zara.bruton@penna.com or call 07743 980867

Or please visit <https://execroles.penna.com/> to download a candidate information pack and apply.

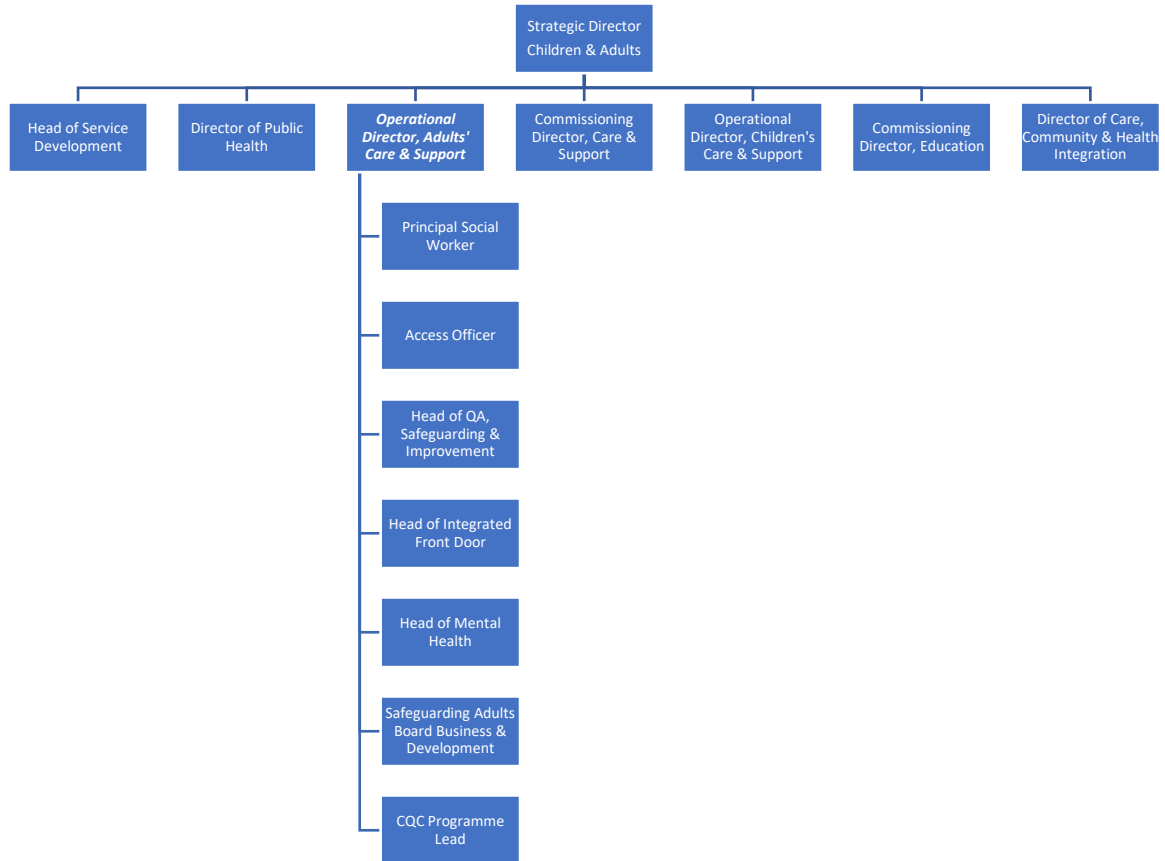
Apply now to be part of a council that values innovation, collaboration, and making a difference. We look forward to receiving your application!

Applications deadline: Sunday, 10th November





Structure Chart





Role Profile

Job Title:	Operational Director Adults' Care and Support
Grade:	Director
Directorate:	People and Resilience
Accountable To:	Strategic Director Children's and Adults'

Job Purpose

The purpose of this role is to provide clear leadership to and management of a significant group of related services, providing frontline operational services to the residents of Barking & Dagenham and to the Council.

Role Accountability

The post is accountable for leading, organising and managing the Adult Care & Support service, providing high quality, improving and sustainable services that meet the needs of the people of Barking and Dagenham. In particular, the provision of care for those with learning, physical disabilities and mental health problems and older people ensuring the required standards are met.

Responsibility

The Operational Director: Adults' Care & Support is specifically responsible for:

- Providing clear leadership and management direction to achieve the operational delivery of the following services:
 - Care and Support Services (Adults')
 - Disability Services
 - Mental Health Service
 - Interfaces with commissioning

 - Leading on implementation and delivery of preparations and continuous improvement in line with the new CQC arrangements. This includes overseeing the quality, safeguarding, audit, performance management and improvement activities
 - Taking a lead role on the development and implementation of new statutory duties, transformation and council changes, including Fair Costs of Care, Liberty Safeguard Protects, and other relevant changes
 - Developing comprehensive service plans for each area that will underpin and that are in support of the achievement of the corporate plan. Establishing governance procedures, clear objectives and performance monitoring for the above.
 - Playing a pivotal role in the leadership of an effective, high quality Adults' Care & Support Service that provides a clear focus for targeted and joined up action that maximizes funding, makes the most of available resources and delivers the required outcomes.
 - Taking a lead role on the health and social care integration agenda, on behalf of adult social care, at corporate, place, sub system and NEL levels
 - Improving impact on equity of outcomes and experiences of residents through challenging and involving practice, including anti discriminatory practice, especially anti racism
 - Implementing effective planning, monitoring and evaluation systems that contribute to the continuous improvement of the service and ensure that the highest professional standards
-



are met. In particular to ensure that effective arrangements are in place to monitor, audit and review social work/care practice standards and services, working in collaboration with others on a programme of such activities.

- The overall management of staff within the team including recruitment, organisation, welfare, discipline, motivation, appraisal and training and leading the Adults' Care & Support Management Team to have overall responsibility for the delivery of an efficient, effective and economic service.

As an Operational Director, the post holder is also responsible for:

- Leading the delivery of a group of related services ensuring that intended outcomes are being achieved through effective management against key performance measures.
- Managing significant delegated budgets and resources on behalf of the Council, ensuring they are used in a way that demonstrates value for money, a focus on delivering intended outcomes and compliance with statutory and financial regulations OR have a major influence/impact on how resources in the Council are prioritised and allocated.
- Providing leadership for defined expertise/professional disciplines to ensure that the Council accesses best practice and delivers quality outcomes for customers.
- Providing guidance and support to Elected members to help them translate their political priorities into initiatives that deliver the intended outcomes for residents.
- Leading strategic, Council wide programmes and projects ensuring they are managed and controlled effectively and deliver their intended outcomes.

The above-mentioned duties are neither exclusive nor exhaustive and the post-holder may be called upon to carry out such other appropriate duties as may be required by the Strategic Director, People and Resilience within the grading level of the post and the competence of the post-holder.

This is a politically restricted post in accordance with Section 2(1) (b) of the Local Government and Housing Act 1989.

General Accountabilities and Responsibilities

People Management

- Ensure that staff assigned (directly and indirectly), understand the priorities, objectives and policies of the Council, Service and Directorate and can successfully implement decisions.
- Responsible for staff management and supervision including setting clear objectives, recording absence, and carrying out return to work interviews, employee appraisals, and managing performance against these objectives.
- Ensure that staff are updated on matters that may affect them, including Council policies, statutory duties, legislation etc and that they comply with its requirements including the completion of mandatory training in relation to information management and data protection and make sure that full confidentiality is respected by all staff.

Customer Care

- Provide services that are fair and accessible to all, challenging existing practices that support the traditional culture and promote the Customer First proposition across the Council.
- Ensure compliance with appropriate legislation, Council Policies, the Council Constitution, Financial Rules, Employees Code of Conduct and other requirements of the Council.



- Ensure Compliance with and actively promote the Council's Equalities and Diversity policies and strategies, Health and Safety at work legislation, Council and Service H&S policies and procedures.
- Comply with the General Data Protection Regulation and Data Protection Act 2018 (DPA 2018) (all employees of the Council will not disclose or make use of, for their private advantage, any information held on manual or computer records, which are not available to the public, however acquired).
- Take responsibility for continuing self-development and participate in training and development activities.

Attributes	Essential	Method of Assessment
Education Qualifications	Educated to degree standard or relevant experience equivalent to having gained a degree or equivalent qualification. Evidence of continuous professional development.	AF1
Knowledge, Experience and Skills	Substantial relevant management experience at a senior level in a local authority or other large organisation with experience of successfully managing significant budgets.	I
	Effective influencing and negotiating skills in order to drive forward projects and inform decision making.	I
	Personality, conduct and credibility that engages and commands the confidence of the Council's members, senior managers, staff, local communities, external partners and other stakeholders.	I
	A Through knowledge of Adult Care services issues including a record of achievement in managing Adult Care services.	AF2/I
	Demonstrable and effective political understanding and awareness.	I
	An in depth understanding of the financial significance of the job. Ability to understand, analyse and draw correct conclusions from numerical and statistical data.	I
	A successful track record in the development of staff to develop and harness the talents of employees at all levels and the ability to manage staff and services in a multi-cultural setting.	I
	A visionary who is innovative and a lateral thinker, encouraging others to explore and develop ideas, underpinned by evidence, including data and audit outcomes.	I
	Experience of working across services and/or sectors at a senior/strategic level, including working with Members, and health.	AF3/I
	Track record in the strategic understanding and creative use of new technology to enhance the quality of services.	AF4/I
Experience of developing and maintaining effective working relationships with strategic partners.	I	



Attributes	Essential	Method of Assessment
	Experience of developing and implementing corporate and business/service planning, and performance management frameworks including performance indicators and target setting.	AF5/I
	Evidence of leading and dealing effectively with change and understanding of continuous improvement.	AF6/I
	Experience of leading and implementing strategies, policies, practices and service improvements.	I
Personal Qualities / Behaviours	<p>Deliver As a leader and manager, I accept responsibility for service delivery, am clear about the service offer and deliver what I promise. I am willing to make decisions and be accountable for them. I work collaboratively, flexibly, constructively and exhibit this ethos in all my dealings with residents, colleagues, and partners I have a positive can-do attitude where I see problems as challenges which can be overcome.</p>	AFV1, I/T
	<p>Respond I am relentlessly reliable. I set high standards, encourage improvement, and support my team. I take ownership for creating the right conditions for my team to follow my example to achieve high levels of performance. I challenge my team in a professional, courteous manner with the aim of reaching a mutually agreeable resolution.</p>	I/T
	<p>Inspire I understand how the council is working to change the borough for the better and work with my team to find solutions so that they can work collaboratively with other departments and partners, freely sharing their knowledge and skills to identify solutions to address customer concerns.</p>	I/T
	<p>Value I encourage my team to learn, grow, develop to achieve their potential. I am prepared to actively listen and reflect on customer concerns with a view to understanding the customer's point of view. I take pride in my work, am a role model to others and listen and learn so my team can receive constructive criticism and be prepared to adapt the way they operate and deliver services where appropriate.</p>	AFV2, I/T
	<p>Engage I am visible, open, honest, respectful, and accessible. I listen and recognise a job well done. I empower my team to challenge the way we do things, so we improve services and nurture a new kind of relationships with our residents and customers. I want staff who are comfortable and confident to acknowledge the difficulties and the barriers they face who can constructively challenge the way things are done where there is evidence that it impedes service delivery.</p>	AFV3, I/T

AF = Application Form I=Interview T = Test



How To Apply

This guidance contains important information to help with your application:

- Please apply by submitting a CV and Cover Letter (no more than four sides of A4 in length per document aligned to the person specification). Please also include your contact details.
- Please ensure your full employment history is outlined in your CV; where there are essential criteria, competencies and/or qualifications please make clear how you meet these. We may wish to verify this information during the recruitment process.
- Please provide the details of two referees. Note that we will only approach referees for candidates proceeding to final selection and only with your permission. Please clearly indicate whether we can approach each referee before the selection date.
- Please share with us in your Cover Letter the values and behaviours that you bring to your leadership, and how you will transfer your skills and experience into this role.
- Please complete the Equal Opportunities Monitoring Form when you upload your details.
- Please return your application by the closing date – no applications will be accepted once the long listing process has begun.
- Following long listing, you will be contacted directly by a Penna consultant to update you on the status of your application.
- Asking for adjustments – we're committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to consider doing anything differently during the application, interview, or assessment process, including providing information in an alternative format, please contact us.
- Please contact Andrew Tromans on 07805 226301 for a confidential discussion or for any information, insight or guidance about either the role or recruitment process.

Please note the key dates in the recruitment process:

Closing date	Sunday, 10 th November
Longlisting meeting (applicants do not attend)	w/c Monday, 11 th November
Technical interviews (virtual, via Teams)	w/c Monday, 18 th November
Shortlisting meeting (applicants do not attend)	w/c Monday, 25 th November
Final interviews (in person)	w/c Monday, 2 nd December

To apply for this role, please visit the following link to upload your CV and Cover Letter:

<https://execroles.penna.com>