

CANDIDATE BRIEFING PACK

Assistant Director – Front Door

Prepared for Birmingham Children's Trust

January 2025



Penna

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Welcome Letter

Birmingham Children's Trust is a beacon of effective leadership, consistent values and a drive for continuous improvement. Rated 'Good' by Ofsted in 2023, our latest focused visit highlighted the continued improvement with positive comments about our leaders and our social workers. Most important, we prioritise the outcomes and experiences of our children and young people, continuously strengthening our quality assurance framework.

We believe in high support and high challenge, both in our work with families and in how we interact with each other. Our structured approach includes formal Improvement Plans and an Improvement Board as the engine of that improvement. We invest in all of our staff, including our leaders and managers, who play a crucial part at the Trust. Teamwork and relationships are the key to our success with a particular focus upon our cadre of team managers as, in so many respects, the most important leaders in the organisation. We talk about teamwork and relationships a lot!

Our Trust 2025 Programme is at the heart of the next steps that we want to take, aligned with Stable Homes, Built on Love, and aims to provide more effective early support to families, reducing the need for statutory interventions. In the context of the Council's s114 and budget challenges, this transformation is also the way in which we will be making our substantial contribution to helping the Council balance its budget.

If you are a team player, driven to deliver continual improvement, eager to co-produce with children and families, and a leader on Equalities, Diversity and Inclusion – we want to hear from you. Contact our Penna consultant for an informal chat to start your journey to join Birmingham Childrens Trust.

We particularly welcome applications from global majority candidates as we seek to further the diversity in our leadership team.



James Thomas – Chief Executive

Advertisement

Assistant Director – Front Door

Birmingham Children’s Trust

Salary: £85,004 - £126,484 per annum.

About Us

At Birmingham Children’s Trust, we are working together to make Birmingham the greatest city to grow up in. Our aim is to make a positive difference for children, young people, and families, focusing on high-quality practices and impactful partnerships. Our recent Ofsted Report reflects this commitment, awarding us a ‘good’ rating and highlighting the hard work and impactful outcomes achieved by our dedicated teams. Supported by an experienced Board, a motivated workforce, and the strong backing of the City Council, we are making a positive difference for children, young people, and families across Birmingham.

Please click the link below to view a video about Birmingham Children’s Trust:

[Birmingham Children’s Trust on Vimeo](#)

The Role

Are you ready to make a real difference for Birmingham’s children and young people? We’re looking for an inspiring Assistant Director for Front Door to lead transformative child protection initiatives and drive meaningful change in our community. This is your opportunity to bring your strategic vision and compassionate leadership to the forefront, building strong partnerships and championing high standards in child protection. You will work closely with local agencies, community organisations, and multidisciplinary teams to ensure swift, effective support for those who need it most.

In this impactful role, you will oversee the Trust’s “Front Door” services, guiding timely interventions and fostering a culture that is collaborative, high-performing, and fully committed to safeguarding children. As a qualified social worker with proven people-management experience, you will be instrumental in leading change initiatives, upholding health and safety standards, and inspiring excellence in everything we do. Join us in creating a safer, brighter future for Birmingham’s children.

Please click the link below to view a message from Sally Lawson, Assistant Head of Service:

[Assistant Director - Front Door on Vimeo](#)

For an informal discussion please contact our consultants at Penna:

Amin Aziz on **07709 514 141** or

Carol Coyle on **07500 887 849**

Listen to the Birmingham Children’s Trust Podcast [here](#).



Job Description

Assistant Director – Front Door

| Job Details | |
|-----------------|-------------------------------|
| Grade | Assistant Director |
| Number of Posts | 1 |
| Department | Front Door |
| Reporting to | Director of Help & Protection |

Who Are We?

We are Birmingham Children's Trust.

'Working Together to make Birmingham the greatest city to grow up in.'

The sole purpose of Birmingham Children's Trust is to make a positive difference for children, young people and families in the city, by driving up the quality of practice and partnerships across the city and its services.

Every employee from Family Support and Social Workers to Finance and Legal, work together to make a positive difference to children, young people and families. We are one team, and each have an important role to play in achieving the Trust's objectives.

Birmingham Children's Trust Leadership team comprises of six Executive Directors: Chief Executive, Director of Help & Protection, Director of Corporate Parenting, Director of Quality Assurance, Director of Commissioning and Director of Finance & Resources.

The post holder will be responsible for leading and managing the Trust to be an autonomous and high performing organisation, ensuring services are aligned to deliver the Trust's strategic objectives, business plan and providing expert advice.

Our Vision and Values:

Our vision is to build a Trust that provides excellent social work and family support for and with the city's most vulnerable children, young people and families.

We will do this:

- with compassion and with care.
- through positive relationships, building on strengths.
- in collaboration with children, young people, families and partners.
- by listening, involving and including.
- in ways that are efficient and deliver value for money.



Success will mean significant progress towards these outcomes:

- healthy, happy, resilient children living in families.
- families able to make positive changes.
- children able to attend, learn and achieve at school.
- young people ready for and contributing to adult life.
- children and young people safe from harm.

ONE TEAM

ACCOUNTABILITY AND RESPONSIBILITY

QUALITY AND INNOVATION

RELATIONSHIPS

HIGH SUPPORT HIGH CHALLENGE

Key Responsibilities

As the Assistant Director for Front Door, you will lead and direct work and practice to improve positive outcomes for children and young people in Birmingham. By providing strategic leadership, vision and direction you will help contribute to the overall organisational development of the Trust to achieve a culture that promotes equality of opportunity; celebrates cultural diversity and inspires a sense of purpose and ownership of the Trust's priorities and seeks to improve all aspects of performance.

Key responsibilities include:

- Build effective partnerships with and between local agencies including the voluntary and community sectors in order to focus resources jointly on improving services and outcomes for children.
- To drive rigorous quality assurance and ensure adequate preparation for inspections by the regulator.
- To be an ambassador for the Trust through a commitment to effective partnership working
- Ensure a representative cross section of children and young people are involved in determining planning and evaluating services delivered on their behalf.
- To provide expert technical advice/briefing to the Trust Leadership Team, Board Members, as relevant to your service area or strategic responsibility.
- To provide support and expert advice to the relevant Boards/Partnership fora, including the duties and functions of Boards/fora as they pertain to your role.
- Drive to integrate service delivery, changing the way we organise, commission and deliver services, especially in how front-line staff from different disciplines and organisations work together.
- Help support in achieving the priorities of the Trust (protecting children from significant harm, improving engagement and in learning and achievement in education and reducing health inequalities).



- Effective budget management.
- Manage risk through ensuring our services have a relentless focus on child protection, and that these services are of the highest quality.
- To secure, determine and deploy resources in accordance with priorities.
- Promote, lead and implement change and continuous improvement programmes improving service quality and creating performance cultures that drive up standards and performance.
- To investigate complaints and disciplinary matters in accordance with Trust procedures.
- Understand political processes and manage politically sensitive issues.
- Ensure Health and Safety requirements are met in your area of responsibility.
- Provide a robust outcome and planning-driven approach to improvement.
- Commission and deliver services and interventions that are evidence based and proven to work.
- Take responsibility for ensuring the Trust achieves its plans and priorities by promoting an appropriate culture, empowering others and demonstrating high standards.
- Make effective use of technology and interpersonal skills to ensure that information and ideas are clearly and meaning fully relayed to a variety of audiences.
- Recognise that people and successful people management is the key to success in achieving the organisation's aims and objectives.
- Create an environment that enables people and resources to work to their full potential.
- Apply systematic and rigorous approaches to achieve success in defined areas of work.
- Develop partnerships and networks to resolve problems, implement policies and improve services.
- Manage effectively and efficiently all financial and physical resources to fulfil the organisations objectives.
- Provide in depth analysis on the needs that will help us secure the services children and families really need to help support them.
- Undertake any other work appropriate to the level and general nature of the post's duties.

Key Information

Is a Safeguarding Check needed?

- Enhanced

Will this position have Line Manager Responsibility?

- Yes

Person Specification

Essential Criteria

Method of Assessment (M.O.A): Application Form; Work Based Exercise; Interview; Qualifications;



| Presentation | | |
|-------------------|------|--|
| Education | AF/Q | Evidence of qualifications must be provided prior to start date. Recognised Social Work qualification; Registered with Social Work England (SWE); Management qualification, or significant management experience. |
| Experience/Skills | AF/I | Ability to develop own personal networks |
| Experience/Skills | I | Ability to manage own resources and professional development |
| Experience/Skills | AF/I | Experience of working with regulatory bodies such as Ofsted etc |
| Experience/Skills | AF/I | Experience of working in a fast-paced, service lead environment |
| Skills | AF/I | Evidence of budget management |
| Experience/Skills | I | Evidence of managing a team, and people processes. |
| Experience/Skills | I | A robust outcome and planning-driven approach to improvement. |
| Experience/Skills | AF/I | Able to communicate effectively at all levels both orally and in writing, including presentation skills, with the ability to effectively communicate complex ideas and information to a wide range of audiences. |
| Skills | AF/I | Ability to develop reports and |

| | | |
|--------|---|---|
| | | analyse information to support business delivery |
| Skills | I | Excellent prioritisation and organisational skills, ensuring delivery against key deadlines and targets |
| Skills | I | Demonstratable skills in leadership, mentoring and coaching |
| Skills | I | Have a clear understanding and commitment to equality, diversity, and inclusion matters. |
| Skills | I | Have a clear understanding and ownership of Health & Safety |

At Birmingham Children's Trust, we are committed to creating an environment and culture that promotes equality, diversity, and inclusion; making sure the Trust is a place for people to be their best, authentic selves. As a Disability Confident Committed Employer, we take positive action to ensure people living with a disability or a long-term health condition feel supported. Candidates who inform us of a disability on their application form, who meet the essential criteria will be shortlisted for an interview. The Trust is committed to Safer Recruitment practices, further information can be provided on request.



How to Apply

This guidance contains important information to help with your application:

- Please apply by submitting a CV and Covering 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; and that where there are essential criteria, competencies and/or qualifications you 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 supporting statement, 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.
- At any point throughout the process our retained consultants at Penna will be happy to help you with information, insight and guidance about the process and our clients.

The following timetable sets out the key dates in the recruitment process:

| Date | Activity |
|--|--|
| Closing Date | Sunday 23 rd February at 23:59 2025 |
| Shortlist Meeting (Candidates not required in attendance) | W/C 24 th February 2025 |
| Initial Interviews | W/C 24 th February 2025 |
| Psychometric Assessments | W/C 3 rd March 2025 |
| Stakeholder and Final Panel | W/C 10 th March 2025 |

To apply for this role, please click the link below:

[Assistant Director – Front Door](#)

For an informal discussion please contact our consultants at Penna:

Amin Aziz on 07709 514 141 or email: amin.aziz@penna.com

Carol Coyle on 07500 887 849 or email: carol.coyle@penna.com