

## AGE UK REDBRIDGE, BARKING AND HAVERING

### Business Development Worker for Home Support Services Job Description, Ref: BDHSS/10/2022

1. **JOB TITLE:** Business Development Worker  
Home Support Services
2. **HOURS:** 28 up to 35 hours per week
3. **REMUNERATION:** £30,000 (pro rata); (£24,000 actual for 28hrs/week  
or £30,000 actual for 35hrs/week)
4. **REPORTS TO:** Senior Manager Befriending, Falls and Home  
Support Services
6. **LEAVE:** 28 days per annum (pro rata) inclusive of public  
holidays

7. **MAIN AIM OF POST:**

Our Home Support Service (HSS), rated good by Care Quality Commission, provides older people with the support to maintain independence and quality of life, offering assistance with domestic cleaning, household tasks, shopping, attending medical appointments, re-ablement, personal care i.e. bathing/showering, sitting service and hairdressing.

As Business Development Worker you will be leading on expanding and building sustainability of Age UK Redbridge, Barking and Havering Home Support Service Social Enterprise significantly increasing its client reach and diversifying the service to include Podiatry and Gardening.

To develop relationships with relevant health, social care, voluntary sector and non-statutory organisations to enable the expansion and diversification of the Home Support Service.

8. **MAIN RESPONSIBILITIES AND DUTIES:**

- 8.1 To lead on creating and delivering a Home Support Service Development Strategy to incorporate strategies for workforce recruitment, promotion and marketing and service diversification (Podiatry and Gardening) aiming to expand client base and generating an income increase of minimum 20%.

- 8.2 To develop a Recruitment Strategy to improve Home Support Service staffing levels and subsequently service delivery including reducing waiting lists for the service. This will involve building community networks with key organisation (E.g. DWP, training providers, Care Providers Network, strategic health/ social care/voluntary sector partners) and marketing and outreach.
- 8.3 To undertake consultation with older people on diversifying Home Support Services. To ensure that evidence obtained from service areas concerning the needs and aspirations of older people is recorded and disseminated in an appropriate manner.
- 8.4 Develop Strategy for setting up Toe Nail Cutting and Gardening Services with a test model in place within 6 months.
- 8.5 To Increase service reach by supporting an additional minimum 50% older people. This will ensure more people will be able to access support with shopping, cleaning, bathing, re-ablement and maintain independence at home.
- 8.6 To Generate additional income through the service which will be reinvested in further development of the service contributing to the long term sustainability.
- 8.7 To contribute to effective monitoring and project evaluation and shared learning with other Age UKs.
- 8.8 To be conversant and up-to-date with national and local policy developments and their implications for services for older people.
- 8.9 To ensure all services have appropriate systems for analysis of demand and user feedback in order to establish standards, evaluate effectiveness of the services and ensure compliance with internal and external quality assurance systems.
- 8.10 To comply with all Age UK Redbridge, Barking and Havering policies and procedures with particular regard to Equal Opportunities, Health and Safety and Confidentiality.
- 8.11 To be committed to Age UK Redbridge, Barking & Havering's policy and procedures on keeping adults safe from abuse, ensuring that all alleged abuse is reported to Safeguarding Lead and that safeguarding is embedded in all decisions and actions.
- 8.12 To attend supervision and seek direction and attend training courses, as required.
- 8.13 To undertake such other duties as may reasonably be required.

## Person Specification – Business Development Worker Home Support Services

	<b>Essential</b>
<b>Experience</b>	1. Experience of setting up and developing services for either health, social care, voluntary organisations or non-statutory organisations
	2. Experience of working with older people in either paid or voluntary capacity.
	3. Experience of working either in care, social work, voluntary sector or similar setting.
<b>Skills and Knowledge</b>	4. A good understanding of the needs of older people living in multi-cultural areas and the need to consult with and involve them in the development of services
	5. Knowledge of Health and Social Care services and the ability to liaise effectively and work in partnership with senior staff in the statutory sector.
	6. Ability to work strategically in a creative manner in order to develop new and existing services.
	7. Ability to prioritise and manage time, resources and staff in a competent manner
	8. Ability to create effective partnerships with health, social care, voluntary sector and other organisations to develop services.
	9. Excellent written and verbal communication skills and the ability to write and present reports.
	10. Ability to develop services by increasing reach and income
	11. Abilities to promote and market services.
	12. Ability to monitor and evaluate services including and contribute to shared learning.
	13. Ability to work independently and as part of a team.
	14. An understanding of Equal Opportunities and its application in service delivery.
	15. Ability and willingness to use IT
<b>Other</b>	16. Commitment to all Age UK Redbridge, Barking and Havering policies and procedures with particular regard to Health and Safety, Confidentiality and Safeguarding
	17. Willingness to attend occasional evening and weekend meetings/events.
	18. This post is subject to a check through the disclosure and barring service (formerly CRB)