

## JOB DESCRIPTION

<b>JOB TITLE:</b>	<b>SENIOR PEOPLE PARTICIPATION SPECIALIST</b>
<b>BAND:</b>	<b>7 (TBC)</b>
<b>DEPARTMENT:</b>	<b>DIGITAL ADMINISTRATION AND PROJECT INITIATION</b>
<b>DIRECTORATE:</b>	<b>DIGITAL</b>
<b>REPORTING TO:</b>	<b>DIGITAL ADMINISTRATION AND PROJECT INITIATION MANAGER</b>
<b>ACCOUNTABLE TO:</b>	<b>ASSOCIATE DIRECTOR - INNOVATION AND TRANSFORMATION</b>

### JOB SUMMARY

The Senior People Participation Specialist is a key member of both the Digital Administration and Project Initiation Team and People Participation Team

The post holder will support service users and carers in creating change in organisational culture, striving for greater digital equality, promoting social inclusion and empowerment, and putting service user co-production at the heart of digital transformation across ELFT.

This innovative post will focus on the need to bring strong leadership around the drive to increase and improve the digital offer to service users and support the participation of people who use Trust services in all aspects of both planning and delivery of ELFT's digital strategy to promote improved outcomes for service users, improve service user and carer experience through new insights and perspectives.

The post holder will work strategically to develop and implement a strategy that supports the broad digital transformation and People Participation agenda. The postholder will project manage a variety of work streams that underpin the digital/participation agenda, ensuring that practice in each area is coordinated and supports and responds to the ELFT strategy.

The postholder will provide strong leadership, advice, and practical project work across the programme in the development of a culture that is socially inclusive and addresses the social inequity regarding fully empowering digital inclusion.

The post holder will support and maintaining effective communication, contributing to the training needs of staff and service users in this aspect of their work. The post holder will need to develop relationships with a wide range of stakeholders.

The postholder will have a key role in delivering, locally, the Trust's People Participation Strategy and Action Plan, Membership Strategy and Volunteering Strategy.

The Digital Administration and PMO Team comprises of the following functions:

- Digital Administration
- Digital Project Initiation
- Digital PMO
- Digital Communications
- Digital People Participation

The Digital Administration and Project Initiation Team will:



- Act as a central point of contact regarding digital administration for the digital department
- Deliver a high level of administrative support to Senior Digital Leadership team and Digital Leadership Team
- In collaboration with the Communications Department, coordinate communications from the Digital team to the wider Trust
- Act as the Digital 'site manager' including the front of house function
- In collaboration with the People Participation Team represent the digital needs from a service user perspective
- Work collaboratively to ensure that all team functions are met in a timely manner to support the various digital teams to meet their deadlines

This lead role incorporates customer care, vendor or relationship management, operations, and communications co-ordination. For all these functions, the post holder is expected to understand, meet, or exceed their customers' requirements and have the ability to communicate complex digital administration related issues to digital and non-Digital staff.

**KEY RESPONSIBILITIES**

- Lead on development of the Digital People Participation strategy, and support delivery of this strategy in collaboration with key stakeholders such as service users, carers, digital colleagues, people participation team, Borough Directors, Local Management Teams, Commissioners, Local Authority colleagues, Voluntary and Third Sector organisations providing regular feedback and update reports.
- Responsible for maintaining an effective communication system including creating and maintaining a database of key contacts for the relevant work-streams within the directorate for liaison with colleagues in other NHS organisations, the Department of Health, Ministers, Government offices and key stakeholders.
- Develop and maintain effective working relationships with staff at all levels, internal and external, NHS and Non-NHS organisations across the whole health economy, locally and nationally
- Participate in team meetings ensuring two way communication is established and maintained throughout.
- Provide visible leadership and promote continual improvement in quality, performance and delivery of Trust objectives.
- Develop the business and planning processes in collaboration with People Participation Team to deliver services to required standards and within the available resource base

**MAIN DUTIES AND RESPONSIBILITIES**

<p>Management/ Leadership</p>	<ul style="list-style-type: none"> <li>• Lead, mentor and motivate staff within the Digital team and People Participation team to deliver and improve services</li> <li>• Develop and maintain effective relationships with key stakeholders internally and externally requiring strong negotiation skills to manage competing priorities and ensure</li> </ul>
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	<p>actions take place in a timely manner.</p> <ul style="list-style-type: none"> <li>• Prioritise workload as required to meet business needs and customer requirements</li> <li>• Work collaboratively with the Associate Director - People Participation Digital Administration &amp; Project Initiation Manager, the Digital Leadership team or other colleagues to develop processes to ensure that service delivery, development and improvement plans are developed, implemented and reviewed</li> <li>• Ensure that service delivery standards are achieved</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>• Work collaboratively with the Digital Administration PMO Manager and the Digital Leadership Team to ensure effective workforce planning that meets the needs of both current and future service developments</li> <li>• Ensure that all staff receive appropriate education or training opportunities which supports the workforce strategy and strategic aims of the Trust</li> <li>• Where appropriate work with the volunteer coordinator to help organise the befriender recruitment process</li> <li>• Provide support for the induction of new starters to the team</li> </ul>
Performance and Quality	<p><b>Service Delivery and Improvement</b></p> <ul style="list-style-type: none"> <li>• Promote the digital inclusion and empowerment agenda across ELFT.</li> <li>• Support delivery of service user coproduction of services and the care delivered at ELFT, via direct engagement of services, and participation in service users &amp; carers in digital workstreams</li> <li>• Support the Trust's continuing push regarding more digital options/opportunities and equity</li> <li>• Develop a pool of service users/carers – working in partnership with others - to enable effective participation.</li> <li>• Work with service users and staff to ensure a high quality, consistent service is offered across all of the services</li> <li>• Support service users and carers to train digital solutions (to staff and service users)</li> <li>• Work alongside carers and care givers</li> <li>• Work alongside the user movement to complement and enhance local initiatives</li> <li>• Support joint working between the Trust, the voluntary sector and the user/carer movement</li> <li>• Attend and contribute at decision making forums such as Digital Solution Board to raise standards of digital engagement</li> <li>• Provide training to frontline staff in best practices</li> <li>• Challenge poor practices and offer viable innovative alternatives</li> </ul>



	<ul style="list-style-type: none"> <li>• Liaise with the Membership Manager and Membership Office in order to ensure a coordinated approach to people participation activity across the Trust. To promote membership opportunities to service users and carers, and support their involvement in membership activity</li> <li>• Develop and maintain effective working relationships with staff at all levels, internal and external, NHS and non-NHS organisations both locally and nationally</li> <li>• Remain updated with all Trust Policies and working practices.</li> <li>• Demonstrate good understanding and knowledge of local and national guidance and targets that impact on individual projects from within the NHS e.g. Department of Health initiatives, NHS England, Health Education England etc.</li> </ul> <p><b>Risk Management and Governance</b></p> <ul style="list-style-type: none"> <li>• Support a culture within the team that ensures that all technical and operational employees comply with Trust policies and guidelines</li> <li>• Support the Associate Director – People Participation and Digital Administration &amp; Project Initiation manager and other team leads in the delivery of the governance plan for the department</li> <li>• Work collaboratively with colleagues to ensure that effective governance arrangements and performance management systems are in place</li> <li>• Work collaboratively with colleagues to ensure that all risks are identified and included as appropriate on the organisational risk register and are progressed appropriately to reduce the risk profile</li> <li>• Work collaboratively with colleagues to address complaints and incidents appropriately – lead the learning from such events to ensure that learning is achieved across the department</li> </ul> <p><b>Corporate</b></p> <ul style="list-style-type: none"> <li>• Use specialist knowledge and experience to ensure that decisions taken are in the Trust’s best interests</li> <li>• Work with colleagues to facilitate corporate and service line performance through realistic, cross referenced and measurable objectives</li> <li>• Put the interests of the Trust before any interest to a specific area of responsibility, and to participate fully in the department’s collective decision-making as a team member rather than as a functional or professional advocate</li> <li>• Hold a ‘corporate’ leadership role for delivery of cross cutting agendas that defines ways of working between service lines and shapes individual and joint roles across the organisation</li> <li>• Work in partnership with colleagues across the Trust to drive the achievement of the Trust’s corporate goals and business plan, including the achievement of all the relevant performance standards incorporating quality, safety, contractual, financial and people</li> </ul>
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	<ul style="list-style-type: none"> <li>Act as an ambassador for the Trust, ensuring the positive development of the Trust brand, championing the Trust's values</li> </ul>
Financial and Physical Resources	<ul style="list-style-type: none"> <li>Where relevant to act as departmental liaison person for contact with the IT department for technological network and systems matters.</li> <li>Responsible for keeping a log for the management of all mobile phones that has been distributed to befrienders in the directorate/department</li> <li>Support in the development of capital and/or revenue business cases for submission to the Associate Director – Innovation &amp; Transformation for the relevant committees</li> </ul>
Personal Skills and Qualities	<ul style="list-style-type: none"> <li>Personal presence and positive representative for the trust/department.</li> <li>Ability to communicate complex and sensitive information and use persuasion, influencing and negotiation to achieve positive outcome</li> <li>High level of attention to detail</li> <li>Enthusiasm for working collaboratively with project groups</li> <li>Willingness to maintain and acquire new skills in the area of digital administration &amp; project initiation</li> <li>Ability to develop effective working relationships with peers and stakeholders across the organisation</li> <li>Ability to analyse complex data/information, problem solve and make judgements/draw conclusions</li> <li>Able to work independently, using own initiative and as part of a team</li> <li>Able to embrace and drive change</li> <li>Ability to organise and prioritise own workload and that of others and adjust plans as required both in the short and long term</li> <li>Able to work flexibly to meet the demands of the role.</li> </ul>

**JOB DESCRIPTION AGREEMENT**

This job description is intended as a guide to the main duties of the post and is not intended to be a prescriptive document. Duties and base of work may change to meet the needs of the service or because of the introduction of new technology. This job description may be reviewed from time to time and changed, after consultation with the postholder..

**Statement on Employment Policies**

In addition to the requirement of all employees to co-operate in the implementation of Employment related policies, your attention is drawn to the following individual employee responsibilities:-

**Health and Safety**

Under the Health & Safety at Work Act 1974 it is the responsibility of individual employees at every level to take care of their own health and safety at work and that of others who may be affected by their acts at work, and to co-operate with management in complying with health and safety obligations, particularly by reporting promptly any defects,



We care

We respect

We are inclusive



	risks or potential hazards.
<b>Equal Opportunities</b>	<p>ELFT is committed to equality of opportunity for all employees, job applicants and service users. We are committed to ensuring that no one will be discriminated against on the grounds of race, colour, creed, ethnic or national origin, disability, religion, age, sex, sexual orientation or marital status. The Trust commits itself to promote equal opportunities and value diversity and will keep under review its policies, procedures and practices to ensure that all employees, users and providers of its services are treated according to their needs.</p> <p>For management posts, to ensure that within their service area fair employment practice and equality of opportunity are delivered.</p>
<b>Dealing With Harassment/ Bullying In The Workplace</b>	<p>The Trust believes employees have the right to be treated with respect and to work in a harmonious and supportive working environment free from any form of harassment and / or bullying.</p> <p>The Trust has taken positive steps to ensure that bullying and harassment does not occur in the workplace and that procedures exist to resolve complaints as well as to provide support to staff. It is your responsibility as an employee to abide by and support these steps so all employees can work in a harmonious, friendly and supportive working environment free of any harassment or intimidation based on individual differences.</p> <p>Disciplinary action will be taken against any member of staff found to be transgressing the Dignity at Work Policy.</p>
<b>No Smoking</b>	To refrain from smoking in any of the organisations premises not designated as a smoking area. 'East London Foundation Trust is a Smokefree Trust – this means that st on duty or otherwise in uniform, wearing a badge or identifiable as ELFT staff or undertaking trust business.'
<b>Alcohol</b>	To recognise that even small amounts of alcohol can impair work performance and affect ones ability to deal with patients and the public in a proper and acceptable manner. Consumption of alcohol during work hours in not permitted.
<b>Confidentiality</b>	<p>As an employee of the Trust the post-holder may have access to confidential information. The postholder must safeguard at all times, the confidentiality of information relating to patients/clients and staff and under no circumstances should they disclose this information to an unauthorised person within or outside the Trust. The post-holder must ensure compliance with the requirements of the Data Protection Act 1998, Caldicott requirements and the Trust's Information and IM&amp;T Security Policy.</p> <p>To safeguard at all times, the confidentiality of information relating to patients/clients and staff.</p>
<b>General Data Protection Regulation (GDPR)</b>	<p>To maintain the confidentiality of all personal data processed by the organisation in line with the provisions of the GDPR.</p> <p>As part of your employment with East London Foundation Trust, we will need to maintain your personal information in relation to work on your personal file. You have a right to request access to your personal file via the People &amp; Culture Department.</p>
<b>Safeguarding</b>	All employees must carry out their responsibilities in such a way as to minimise risk of harm to children, young people and adults and to safeguard and promote their welfare in accordance with current legislation, statutory guidance and Trust policies and procedures. Employees should undertake safeguarding training and receive



	safeguarding supervision appropriate to their role.
<b>Service User and Carer Involvement</b>	ELFT is committed to developing effective user and carer involvement at all stages in the delivery of care. All employees are required to make positive efforts to support and promote successful user and carer participation as part of their day to day work.
<b>Personal Development</b>	Each employee's development will be assessed using the Trust's Personal Development Review (PDR) process. You will have the opportunity to discuss your development needs with your Manager on an annual basis, with regular reviews.
<b>Quality Improvement</b>	The Trust encourages staff at all levels to engage in the Trust's approach to quality through quality improvement projects and quality assurance.
<b>Professional Standards</b>	To maintain standards as set by professional regulatory bodies as appropriate.
<b>Conflict of Interests</b>	You are not precluded from accepting employment outside your position with the Trust. However such other employment must not in any way hinder or conflict with the interests of your work for the Trust and must be with the knowledge of your line manager.
<b>Risk Management</b>	Risk Management involves the culture, processes and structures that are directed towards the effective management of potential opportunities and adverse effects. Every employee must co-operate with the Trust to enable all statutory duties to be applied and work to standards set out in the Risk Management Strategy.
<b>Personal and Professional Development/Investors in People</b>	The Trust is accredited as an Investor in People employer and is consequently committed to developing its staff. You will have access to appropriate development opportunities from the Trust's training programme as identified within your knowledge and skills appraisal/personal development plan.
<b>Infection Control</b>	<p>Infection Control is everyone's responsibility. All staff, both clinical and non-clinical, are required to adhere to the Trusts' Infection Prevention and Control Policies and make every effort to maintain high standards of infection control at all times thereby reducing the burden of all Healthcare Associated Infections including MRSA. In particular, all staff have the following key responsibilities:</p> <p>Staff must observe stringent hand hygiene. Alcohol rub should be used on entry to and exit from all clinical areas. Hands should be washed before and after following all patient contact. Alcohol hand rub before and after patient contact may be used instead of hand washing in some clinical situations.</p> <p>Staff members have a duty to attend infection control training provided for them by the Trust as set in the infection control policy.</p> <p>Staff members who develop an infection that may be transmissible to patients have a duty to contact Occupational Health.</p>



## PERSON SPECIFICATION

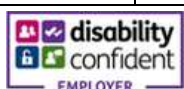
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<b>DIRECTORATE:</b>	<b>DIGITAL</b>
<b>REPORTING TO:</b>	<b>DIGITAL ADMINISTRATION &amp; PROJECT INITIATION MANAGER</b>
<b>ACCOUNTABLE TO:</b>	<b>ASSOCIATE DIRECTOR DIGITAL INNOVATION AND TRANSFORMATION</b>

ATTRIBUTES	CRITERIA	ESSENTIAL/ DESIRABLE	SELECTON METHOD (S/I/T)
<b>Education/ Qualification/ Training</b>	<ul style="list-style-type: none"> <li>Educated to Degree level or in-depth experience or theoretical study of techniques/processes e.g. BTEC</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Evidence of continued professional development</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Project or Change management qualification or demonstrate in-depth experience, for example PRINCE2</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Business administration qualification</li> </ul>	D	S/I
<b>Experience</b>	<ul style="list-style-type: none"> <li>Lived experience</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Strong experience of working in health/social care/voluntary sector</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Good experience of project support</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Strong experience of working with service users</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Work autonomously</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Leading and facilitating training</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Experience in preparation of reports, papers and agendas</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Experience of facilitating change in practice to improve services</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Financial procedures including responsibility for budget management</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Business planning / annual planning</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Risk management and governance</li> </ul>	E	S/I
<b>Knowledge and Skills</b>	<ul style="list-style-type: none"> <li>Ability to organise and evaluate data, assessing its importance by creating and maintaining databases and spreadsheets</li> </ul>	E	S/I
	<ul style="list-style-type: none"> <li>Ability to construct clear, grammatically correct letters and reports, presenting work accurately and neatly</li> </ul>	E	S/I
		E	S/I
		E	S/I





	<ul style="list-style-type: none"> <li>• Takes initiative and uses own judgement in anticipating and dealing with queries and problems and prioritise accordingly</li> <li>• Able to prioritise and plan work in a busy environment and to tight deadlines delegating where appropriate and planning other's workload</li> <li>• Ability to support others though conversation and action</li> <li>• Ability to produce accurate meeting papers, excel spread sheets, graphs, reports using MS Office Packages.</li> <li>• Ability to proofread documents checking for accuracy.</li> <li>• Excellent organisational and time management skills</li> <li>• Excellent communication skills including the ability to persuade, motivate and influence others into taking a different course of action.</li> <li>• Ability to adapt to change and develop services and systems to meet changing environment</li> <li>• Excellent interpersonal, written, presentational and communication skills</li> <li>• Ability to present complex and sensitive issues to senior management</li> <li>• Ability to simultaneously manage a number of relationships and conflicting priorities across the different work programmes</li> <li>• Ability to analyse problems and develop effective solutions</li> <li>• Good understanding of change management</li> <li>• Good understanding of the current NHS agenda and healthcare policy</li> </ul>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p>
<p><b>Personal</b></p>	<ul style="list-style-type: none"> <li>• Good analytical and problem-solving skills – ability to analyse complex data/information and make judgements/draw conclusions</li> <li>• High level of attention to detail</li> <li>• Ability to work independently, using own initiative and as part of a team</li> <li>• Strong communication skills both written and verbal – able to communicate complex and sensitive information and use persuasion, influencing and negotiation</li> <li>• Ability to embrace and drive change</li> <li>• Ability to organise and prioritise own</li> </ul>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p> <p>S/I</p>



	workload and that of others and adjust plans as required both in the short and long term	E	S/I
	• Able to work flexibly to meet the demands of the role	E	S/I
	• Managing distressed/emotional patients/staff situation in a sensitive professional manner	E	S/I
	• Understanding, patience and kindness	E	S/I
	• Self-motivated, proactive and innovative	E	S/I
	• Seeks and shares information	E	S/I
	• Proactive attitude	E	S/I
	• Demonstrates positive attitude to attain goals	E	S/I
	• Polite and courteous when dealing with enquiries from General Public and other work colleagues	E	S/I

S: Shortlisting I: Interview T: Test



*We care*

*We respect*

*We are inclusive*