

JOB TITLE: ADVOCACY DEVELOPMENT & PARTNERSHIP DIRECTOR	
JOB NUMBER: b1 v1	DATE PRODUCED: Feb 1st 2018
TEAM: Senior Management Team	
REPORTING TO: Chief Executive	

The vision of the role

You will lead the pioneering efforts of Advonet and its consortium partners (Age UK Leeds, Sign Health & Touchstone) to develop new projects based on advocacy principles which will empower more people in marginalised communities or situations of temporary disadvantage, to communicate their needs, understand their choices and obtain their rights.

You will take a co-productive approach working with clients, commissioners, partner organisations across the statutory, third and private sectors, as well as Advonet staff and volunteers, to identify gaps in services and other challenges to the health and wellbeing of citizens experiencing disadvantage, and together develop person centred, strengths based solutions.

An important part of this work will be leading the development of a dynamic Leeds Advocacy Network, which in turn will increase the capacity of organisations in the city to support people to advocate for themselves, their peers and their communities, as well providing greater opportunities for a more diverse range of organisations to better understand and provide advocacy.

As Advonet grows as a consequence of your success, your remuneration package will be reviewed. The substantive role is 16 hours a week, although for an initial period of two years Advonet will use its reserves to fund the role for 30 hours a week. It is anticipated that after two years, partly as a result of new funding obtained by you with support from SMT colleagues (the Chief Executive, Finance Director & Advocacy Director), it would be possible to continue with this number of hours.

Advonet only took its current form in 2015, following a merger with three other advocacy organisations. After two years spent preparing for its successful re-tendering of this major contract, it wants to establish a Senior Management Team (SMT) equipped to lead the organisation into an exciting future. This role will be a cornerstone of that team, and the organisation as a whole.

Job Purpose

- To increase engagement with advocacy of the wider community.
- To develop, and secure funding for, innovative, advocacy based solutions to challenges experienced by people in marginalised communities or situations of temporary disadvantage.

This will be achieved by

1. Establishing and maintaining excellent relationships with a range of stakeholders (clients and potential clients, commissioners, statutory, private and third sector health and social care providers, community groups, councillors, as well as staff, volunteers and trustees).
2. Establishing an outreach programme, including (but not limited to) to a sequence of free and paid for advocacy courses delivered across a range of settings.
3. Leading the development and delivery of both the annual communications and business development strategies.
4. Developing a good understanding of the needs of the diverse communities of Leeds and the surrounding area.
5. Highlighting gaps in service provision, seizing on opportunities for advocacy to be better woven into the city's community support and social care provision.
6. Promoting advocacy and Advonet and its consortium work through conferences and similar events.

Main Duties and Responsibilities

Leadership of Advocacy Development

1. Engaging a wide range of stakeholders with the benefits of advocacy and a partnership approach.
2. Engaging the communities of Leeds with the work of Advonet and the Advonet Consortium.
3. Encouraging clients, staff and volunteers of the advocacy services to contribute to, and be inspired by Advonet's vision, values and direction, as well as to its Communication and Business Development planning.

Management

4. Line managing the Communications and Network Administrator.
5. Planning, monitoring and managing the communications and training budgets.
6. Coordinating the delivery of internal and external training courses (i.e. overseeing content, ensuring trainers are booked etc.).

Outreach

7. Coordinating a rolling programme of pop-up advocacy sessions and awareness sessions in conjunction with the Advocacy Director, members of the Leeds Advocacy Network (LAN) and other partners.
8. Managing an annual programme of external training comprising free open access introduction advocacy courses, free self-advocacy courses,

reciprocal training with LAN partners and specialist courses that will be spot purchased from Advonet.

Leeds Advocacy Network (LAN)

9. Creating a network of informal advocacy providers who can be supported by Advonet and each other to further develop their advocacy offer, and drawn upon by Advonet to help it better meet the needs of under-represented and particularly marginalised groups.
10. To develop a programme of meaningful activity for the LAN with its members in order to ensure its sustainability.

Communications

11. Working with Consortium partners, LAN members, staff, volunteers to develop an annual consortium communications plan which will include:
12. Overseeing our social media presence.
13. Continually developing our website.
14. Conducting an annual stakeholder survey amongst clients, partners and other interested parties.
15. Producing a report of the survey's findings with recommendations for improvements.
16. Producing a monthly newsletter, plus a quarterly easy read newsletter.
17. Ensuring that we offer accessible information about our services through a range of channels.
18. Reviewing the efficacy of the communications plan on a quarterly basis and reporting your findings to the Consortium Partnership Group, SMT and Advonet's Board of Trustees.
19. Exploring, on an ongoing basis, the potential for greater integration of the communications work of the advocacy group.
20. Producing an annual report which will capture how Advonet's work has made a wider difference. (E.g. examples of when advocacy input has led to changes which will have improved statutory services' quality and effectiveness).

Development

21. Producing an annual development plan, following extensive consultation with internal and external stakeholders; to report on progress with it quarterly.
22. To work closely with the Advocacy team so that front-line members of staff understand that they are uniquely positioned to come up with, and sometimes to develop, ideas for how advocacy can address unmet needs which they identify.
23. To coach staff (and volunteers) to become 'entrepreneurial ambassadors'.

24. To maintain an up to date knowledge of funding streams.
25. To scan the horizon for opportunities and make regular reports about these to SMT, the Quality & Development subgroup and the Board of Trustees.
26. To be responsible for checking Yortender and other similar portals for tendering opportunities.
27. To complete a project viability assessment for any new funding opportunity or service proposal that Advonet's SMT and Board is considering.
28. To work closely with SMT colleagues to establish proportionate systems for evaluating and evidencing the effectiveness and outcomes of proposed and existing services.
29. To see new projects through from their inception to their mobilisation phase before handing over management responsibilities once the project is ready to launch.

General responsibilities

1. To work in such a way as to maintain one's own and colleagues' health and safety.
2. To carry out duties within the principles of the Advocacy Charter and Code of Practice for Advocates.
3. Participate in supervision sessions and team meetings.
4. To participate in the review and appraisal process, undertaking any training and development agreed.
5. To comply with the Advonet Code of Conduct and the policies of Advonet.
6. To maintain a suitable balance between all these activities.

Statutory and Contractual Responsibilities

1. To ensure that Data Protection, Health & Safety, Complaints Handling and Corporate Governance requirements are met.
2. To ensure that Advonet complies with its contracts and other funding agreements.

SIGNATURES:
JOB HOLDER:
MANAGER OF JOB HOLDER: