

JOB TITLE: ADVOCACY DIRECTOR	
JOB NUMBER: a1 v2	DATE PRODUCED: January 2018
TEAM: Senior Management Team	
REPORTING TO: Chief Executive	

The vision of the role

You will lead the development and delivery of a flexible and bespoke advocacy service, precisely tailored to the needs of the citizens of Leeds and underpinned by the principles of the NDTI Advocacy Charter. Working closely with members of the Advonet consortium (Age UK Leeds, Sign Health and Touchstone) as well as a wider informal advocacy network, you will make sure that we capitalise on our collective wealth of experience, reach and quality. You will establish and maintain structures and systems that will guarantee high quality advocacy is always accessible to the people who need advocacy the most, prioritising statutory advocacy, and brokering creative community solutions for people who aren't eligible for this. You will also ensure that the disappointments and poor experience of services which our clients share with us are anonymised, aggregated and used to influence the strategic development of health and social care.

Initially you will be responsible for the £1.3M services Advonet delivers under the advocacy contract with Leeds City Council. Within the next two years, once the new service model is firmly established, you will become responsible for all of Advonet's operational delivery.

Over the next 5 years you will be instrumental in developing vital relationships with a growing range of partner organisations across Leeds and the surrounding area. You will work closely with the Advocacy Development & Partnership Director (ADPD), the Finance Director and Chief Executive; together you will grow the organisation, finding new ways in which advocacy of all kinds can empower people facing disadvantage to have greater control over their lives.

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 lead and direct the successful delivery of Advonet's independent advocacy services, working with the ADPD on future developments.

This will be achieved by:

1. Taking a lead in the management and development of a targeted 'just enough' advocacy approach to advocacy provision
2. Leading and managing the development of the existing service staff team
3. Engaging a broad range of stakeholders with the work of the organisation and enabling them to contribute to its development, in conjunction with the ADPD
4. Promoting knowledge of good practice and excellence within Advonet
5. Measuring and demonstrating our effectiveness in a way that is meaningful to a diverse range of stakeholders
6. Highlighting gaps in service provision across the community, including within statutory settings, sharing our learning from our clients' experience and using it to advocate for system change

Main Duties and Responsibilities

Leadership of the Advocacy Services

- Engaging diverse stakeholders with the importance of a strengths based proportionate approach to advocacy ('just enough advocacy'), the relevance of a community partnership approach (taking advocacy to people where they are) and making advocacy more accessible (including increasing people's understanding that it is another form of help, that complements support and advice)
- Helping the staff and volunteers of the advocacy services to both understand and contribute to Advonet's vision, values and direction and those of the consortium
- Identifying strengths of both individuals and the teams, coaching them to overcome challenges and empowering them to realise their full potential as advocates

Advocacy management

- Line managing the Specialist Advocacy Managers
- Making sure that there is a fair and transparent, publically available, mechanism for allocating referrals
- Ensuring that there is a continually evolving suite of self-advocacy resources and that these are made accessible to people who are in a position to use them.
- Tracking and anticipating demand; planning budgetary and human resources so that the advocacy service can respond to spikes in need for specialist services

- Working with the Advocacy Development & Partnership Director and Advocacy Managers to deliver a rolling programme of pop-up advocacy sessions geared at improving knowledge of/access to advocacy services by people in marginalised groups, as well as helping Advonet learn how it can be more responsive to people from these groups
- Exploring ways of streamlining access to information advice and advocacy (e.g. testing the potential for linking the Advonet & Citizen Advice Bureau Single Point of Access)

Service Accessibility

- Ensuring comprehensive Equal Opportunities Monitoring of our client base is carried out by the advocacy team
- Producing regular reports for the Consortium Partnership Group (CPG) , Senior Management Team and the wider advocacy network highlighting under-represented or over-represented groups
- Working with the Advocacy Development & Partnership Director to develop action plans with Leeds Advocacy Network community partners to widen access
- Working with Advocacy Development & Partnership Director to make sure that all communications meet the needs of all under-represented groups.

Practice Leadership

- Keeping up to date with current and proposed legislation, practice, court rulings, governing the provision of service (e.g. Mental Capacity Act, Human Rights Act, Care Act) and those likely to be affecting clients (e.g. immigration changes, universal credit rollout)
- Ensuring all staff members are provided with the political & legal information for them to practice effectively.
- Ensuring the team are familiar and up to date with current statutory, voluntary and private sector developments in relation to services required by the people who access advocacy
- Facilitating a programme of 'practice reviews' for advocates to share good practice and discuss issues

Monitoring

- Providing CPG, SMT, Advonet's Board of Trustees and Commissioners with quarterly performance monitoring reports and other reports as required
- Meeting with Commissioners on a quarterly basis and more regularly if required
- Analysing data and preparing statistics to meet the requirements of each Service Specification.
- In conjunction with the Senior Management Team, identify performance indicators against which the service can be measured and reporting on these through a monthly dashboard
- Preparing reports for each service area on a quarterly and annual basis

Quality Assurance

- Ensuring on an ongoing basis that we are compliant with the Quality Performance Mark and other awards such as Investing in Volunteering, Investors in People
- Ensuring that the submissions for such quality awards are of the highest possible standard
- Leading, with involvement from the Quality & Development Sub Group of the Board, on a rolling programme of internal evaluations of each service area and report findings to Senior Management Team, Board and Commissioners
- Attending the Quality and Development Sub Group of the Board of Trustees
- Take the lead in dealing with, investigating and responding to complaints about the service

Volunteer & Peer Advocacy Management

- Line management of the Volunteer & Peer Advocacy Manager
- Ensuring all volunteers and peer advocates have been properly trained and inducted
- Ensuring that all volunteers and peer advocates are properly supported and regularly supervised

Stakeholder Liaison & Involvement

- Chairing the Consortium Partnership Group
- Holding regular meetings with statutory Leeds Teaching Hospital Trust, Leeds & York Partnership Foundation Trust and other bodies as required
- Facilitating a programme of peer advocate and client & 'potential client' events (e.g. focus groups, involvement events) to inform the development of the service
- Feeding into local and national consultation processes that affect the people who use the Service
- Supporting interested clients/ former clients to participate in a board reference group

Finance

- Holding overall responsibility for the management of the budget of advocacy services
- Ensuring the effective monitoring of staff hours in each aspect of the service
- Working with the specialist Advocacy Managers and Finance Director to plan the annual budgets for your services, anticipating demand and developing mechanisms to move resources to the elements of the service which need it most
- Discussing with commissioners on a regular basis the distribution of resources across the service and the likely need, if any, to make changes to the allocations of resources

HR

- Creating and maintaining an HR plan which will be aligned with Advocacy Service's annual and 5 year business plans
- Ensuring all the staff for which you have line management responsibility have effective support, supervision and personal development review structures in line with organisational policy
- Ensuring policies in relation to staff management are consistently and fairly followed
- Overseeing the recruitment and selection processes as required; including the maintenance of a pool of sessional advocates

Database and Office Management

- To line manage the Database and Office Administrator
- To be responsible for the smooth operation of the Charity Log database and for planning its fitness for future purpose
- To enable the Database and Office Administrator to ensure that the Advocacy Team's practical support needs are met

Safeguarding

- Being the organisation's lead for both Safeguarding Adults and Safeguarding Children
- Liaison with the Board of Trustee's Safeguarding Lead on a regular basis
- Producing an annual safeguarding report which highlights patterns of reports and any learning from them

Strategic Planning

- Facilitating staff and volunteer involvement in the development and review of Advonet's Strategic Business Plan
- Leading the development of annual Consortium Operations, Service Area plans and Quality Plans
- Monitoring the progress of all of these and ensuring that all stakeholders are engaged with them

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 carry out any other duties commensurate with the grade and purpose of the post
7. 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: