**Personalised Care Ambassador Job Description**

**Title:** Personalised Care Ambassador

**Salary:** Agenda for Change band 4/5

**Hours of work: E**quivalent to 1 day per week (12 month fixed term)

**Location**: Cambridgeshire and Peterborough

**Accountability:** Training Hub Project Manager

**Job Summary**

Personalised Care describes a way of working that enables individuals and clinicians to work together to deliver care that is realistic, sustainable and appropriate for the individual.

Why is personalised care important?

It recognises the contribution of communities and the voluntary and community sector to support people and build resilience. Personalised care: improves people’s health and wellbeing, joins up care in local communities, reduces pressure on stretched NHS services and helps the health and care system to be more efficient.

What is embedding personalised care?

This approach learns from the experience of social care in embedding personalised care in everyday practice, which has enabled people to take control over the funding for their care. It also builds on pockets of progress made in health.

The personalised care ambassador post will offer the opportunity to contribute to healthcare workforce transformation and, through working within a multi-professional workforce, to develop and advance the Personalised Care Approach in general practice with focus on the roles of Social Prescribing Link Worker, Health and Wellbeing Coaches and Care Coordinators.

Ambassadors are experienced professionals who are released for a maximum of 1 day per week over a 12-month (fixed term) contract period if employed or can be employed as an independent to commence in March.

Post-holders will be experienced and passionate about being a ‘champion’ for Personalised Care and be able to commit to joining regional groups and forums and connect with regional leads and mentors. Post-holders will be expected to work within primary care with additional time being set aside for the purposes of the ambassador role.

**What benefits will the personalised care ambassador role bring to the Cambridgeshire and Peterborough workforce?**

* The post-holder will contribute to non -clinical workforce development and act in an interface role across healthcare sectors.
* The role will aim to assist in the integration of non-clinical roles into multi-professional primary care workforces in Cambridgeshire and Peterborough. This will involve working to represent the interests of the professions.
* The post-holder will act as a “champion” for non-clinical roles in primary care, testing and refining new ways of working.
* Successful implementation of these roles will benefit from coordinated, sustainable approaches to workforce supply, training and education across the region.
* The post-holder will contribute to the embedding of the Personalised Care Approach within primary care across the wider workforce

**Main Duties and Responsibilities**

* To promote the workforce integration of non-clinical roles in general practice and to address non - clinical workforce need
* To represent the roles interests, support understanding and uptake of roles.
* To support the development of community of practice through Peer Support Groups, to support continuing professional development for non-clinical roles in general practice
* To support PCNs with the implementation of the new roles in general practice and Personalised Care approach across wider workforce and to meet Network Contract Directed Enhanced Services (DES) requirements
* To provide advice and support on developing non-clinical roles in primary care, including training, education, recruitment and retention
* To attend monthly Training Hub AHP/New roles working group, regional Personalised Care Collaborative and SPLW Leaders Network
* To connect with and maintain close links to the regional SPLW Learning Coordinator, Supported Self-Management Mentor. As well as local Personalised Care Operational Lead and Project Manager
* To promote and share experiences, innovation and good practice at local meetings
* To encourage and develop ‘first steps’ into primary care such as work experience, placements or apprenticeships (if appropriate) for non-clinical roles in training
* To capture case studies across Cambridgeshire and Peterborough and advise on workforce supply solutions where appropriate and link to the Personalised Care Institute

This job description is not intended to be an exhaustive list of duties, although it aims to highlight the typical main responsibilities of the post.

**Person Specification: Personalised Care Ambassador**

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|  | **ESSENTIAL** | **DESIRABLE** |
| **QUALIFICATIONS / REGISTRATION** | * Full Driving Licence * In date DBS certificate |  |
| **EXPERIENCE** | * Working within general practice and have an understanding of how general practices work in a clinical or non-clinical role * Excellent interpersonal, influencing and negotiating skills * Excellent written and verbal communication skills | * Previous record of successful local project or initiative * Previous education or leadership experience. * Experience of chairing meetings. * Experience of report writing. |
| **APTITUDES** | * Able to work under pressure and to meet deadlines * Produce timely and informative reports * Gain acceptance for recommendations and influence/motivate/ persuade the audience to   comply with the recommendations/agreed course of action where there may be significant  barriers   * Work effectively independently and as a team member * Demonstrates accountability for delivering professional expertise and direct service provision | * Up to date knowledge of national priorities of Personalised Care, primary care and NHS * Social media including Twitter & Facebook * Presentation skills including PowerPoint. * Small group work skills |
| **PERSONAL QUALITIES** | * Enthusiasm, adaptable and ’can do’ attitude * Ability to listen to needs of others * Self-motivated and a motivator of others * High expectations for quality |  |