

Job Description

Post Title: Prevention, Information and Advice Lead (AA4166)

Evaluation: 515 Points

Grade: N7

Responsible to: Service Manager, Prevention Services

Responsible for: N/A

Job Purpose: To develop information and advice services (including digital information) which prevents, reduces, and delays adults and their carers developing long term social care needs. To coordinate service development in this area; to implement and monitor operational policies and procedures; and to monitor the impact of the service.

Main Duties: The following is typical of the duties the postholder will be expected to perform. It is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.

- 1 To co-ordinate the online information and advice services for Adult Services in Newcastle.
- 2 To interpret local and national policy and legislation (including the Care Act), and to advise management on the implications in terms of service development and resources. To include the provision of statistics and reports as appropriate.
- 3 To market and publicise the service, and to give presentations to promote the service, including the provision of training as required.
- 4 To co-ordinate information and advice services for Adult Social Care across Newcastle – this will involve working in partnership with the voluntary sector, NHS, partner organisations, citizens, and carers. Part of this will involve the development of our 'Spectrums of Advice' service.
- 5 To look at the development of creative solutions to enhance and co-ordinate our website offer, non-digital offer, as well as looking at solutions which enable citizens to 'self-serve', such as My Equipment Newcastle and My Care Newcastle.
- 6 To facilitate and implement that maintenance and development of Information Now and other appropriate digital platforms in line with emerging ideas and ensure the websites reach a wide and diverse audience.
- 7 To continually develop Information Now as a key online resource to ensure the website reaches a wide a diverse audience and maintains its position as a key on line resource. To undertake research and horizon scanning to inform the ongoing development of the site and its contents.

- 8 To develop websites, connectivity between websites, and to improve ease of use and navigation of digital solutions.
- 9 To evaluate the impact of service development.
- 10 To develop information and advice, in consultation and partnership with older people, statutory, private and voluntary organisations to ensure it is meeting their needs for timely information.
- 11 To develop and maintain a data protocol to ensure consistent, high quality standards of data processing and management.
- 12 To maximise the active contribution of people and their carers, as advisors and champions, to the development of the information and advice services.
- 13 To contribute to policy development and provide advice and guidance on relevant policies and procedures.
- 14 To promote and implement the Council's Equality Policy in all aspects of service delivery.