

Prevention, Information and Advice Lead

Reports to: **Service Manager Prevention**

Direct reports: **[None]**

Evaluation: **515 points**

Grade: **N7**

Reference: **AA4166**

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 their impact of the service.

Main Duties

These are some of the typical duties you will be expected to perform. This is not exhaustive, and you may need to complete similar tasks as required.

1. To coordinate the online information and advice services for Adult Social Care and Prevention in Newcastle.
2. To interpret local and national policy and legislation (including the Care Act), and to advise management on the implication 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, residents, and carers.

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'.
6. To facilitate and implement the maintenance and development of InformationNow and other appropriate digital platforms in line with emerging ideas and ensure the websites reach a wide and diverse audience.
7. To continually develop InformationNow as a key online resource to ensure the website reaches a wide diverse audience and maintains its position as a key online 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 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. Evaluating the impact of service development.
10. To develop and maintain a data protocol to ensure consistent, high-quality standards of data processing and management. Maximising the active contribution of people and their carers, as advisors and champions, to the development of the information and advice services.
11. To promote and implement our *Diversity, Equality, Equity, and Accessibility* policy in all aspects of your employment.
12. To help maintain a healthy, safe, and secure environment and to adhere to our policies and procedure.