

ROLE PROFILE

- Job Title: Director of Adult Services
- Post Number: TBC
- Grade and SCP: C3 £124,394.80 - £130,218.01
- Function: Leadership Team
- Accountable to: Corporate Director Population, Wellbeing and Neighbourhoods (DPH)
- Responsible for: See 'Specific Responsibilities' section below

Your Role at Shropshire Council

At Shropshire our priority is to be a 'best value' authority that delivers, enables, and influences for Shropshire and its residents by:

- Being financially stable and sustainable
- Having clear priorities and purpose
- Supporting and enabling our workforce to excel

Recognising the challenge across local government today. This starts with our Improvement Plan to address immediate challenges, while ensuring a focus on the future and how the Council will need to look, feel, and operate to best serve the needs of the county and its residents, and being aware of changes in national policy.

Our Shropshire values: PROUD

- Partnerships
- Respect
- Opportunities
- Understanding
- can Do

Aim to unify the workforce, support transformation, improve trust, and build a modern, sustainable Council. The postholder will be required to attend Shropshire for 3-4 days per week, with the remaining day undertaken via home working arrangements

This role requires participation in an on-call Emergency Response rota. This role requires you to undertake other duties, commensurate with the grade, as may reasonably be required.

Purpose of the Role

As the Statutory Director of Adult Social Services (DASS) the postholder is responsible for strategically leading and managing the local authority's statutory duties in accordance with



Sections 73A(1) of the NHS Act 2006, inserted by Section 30 of the Health and Social Care Act 2012.

The post holder serves as the principal advocate for adults, and along with the Director of children services the strategic advocate for Adults and children and young people within the Council and wider partnership landscape, ensuring robust safeguarding arrangements through effective multi-agency partnerships.

As Director with statutory responsibilities as DASS you will jointly with the Director of Children's services be responsible for driving the strategic integration of education, social care, and health services, including the discharge of functions delegated by NHS bodies, to create a comprehensive and responsive service framework.

The post holder will support the council's improvement journey, ensuring adult services contributes positively to corporate improvement priorities, working with senior officers, elected members and the performance boards to evidence progress and impact

The Director reports directly to the Corporate Director - Population, Wellbeing and Neighbourhoods (DPH) while maintaining critical strategic relationships with the Chief Executive, Corporate Directors, Directors, Service Directors and the Leader of the Council, Leadership Board and Cabinet Members. The postholder plays an instrumental role in shaping corporate strategy and ensuring Adult services priorities are embedded within the council's overarching strategic framework.

Key Responsibilities

Strategic Leadership

- Drive transformational change across adult social care, championing innovative approaches to meet growing demographic pressures while ensuring sustainable, person-centered care delivery aligned with the Care Act 2014 and associated legislation.
- Provide authoritative leadership in shaping the Council's strategic response to Adult Social Care challenges, including workforce sustainability, market stewardship and preventative approaches.
- Strategic leadership for the delivery of specified internal commissioned/delivered services including:
 - Adult Safeguarding and DoLS
 - Occupational Therapy
 - Emergency Social Work Team
 - Internal Provider Services – including Careers, Four Rivers Nursing Home and Day Services.
 - Mental Health Social Work
 - Hospital Interface
 - Day Services
 - START and Reablement
 - Quality Assurance



- Pioneer innovative approaches Adults delivery, using technology, community assets, and preventative interventions to transform traditional service models and create sustainable care ecosystems that promote independence and wellbeing.
- Demonstrate exemplary executive leadership in translating corporate vision into tangible outcomes, ensuring seamless alignment between strategic objectives and operational delivery across all adult services functions.
- Build effective relationships with elected members, presenting complex issues clearly to members and committees.
- Design and implement sophisticated strategic frameworks that enable responsive, evidence-based service delivery whilst maintaining robust governance and performance standards.
- Establish a high-performing organisational culture that champions strategic excellence, continuous service improvement and meaningful cross-directorate collaboration.
- Convert strategic ambitions into measurable impact through robust performance frameworks, ensuring demonstrable improvements in outcomes for adults across the authority.
- Embed strategic coherence throughout the leadership structure, fostering clear accountability and consistent delivery against corporate priorities and statutory obligations.
- Lead the development of strategic partnerships across the local authority landscape, fostering effective collaboration with key stakeholders to address complex challenges within adult services.
- As a senior leader you are accountable for setting and driving the standard of people management across your service. You will lead the implementation and embedding of the Council's *Role of the Line Manager* as a core component of organisational performance, ensuring it is consistently applied, actively monitored and continuously improved. You will role-model visible, values-led leadership and expect the same of others, creating a culture where managers take ownership of their people responsibilities and deliver a consistent, high-quality employee experience that supports performance, wellbeing and organisational outcomes
- Demonstrating commitment to the Organisational Values (PROUD) and ongoing continuous personal development, setting an example for others to follow.
- Undertake the responsibilities as set out in the Council Constitution.
- Exercise influential community leadership to orchestrate multi-agency responses to critical safeguarding priorities, particularly through strategic partnerships with public health, housing, police and other statutory partners.
- Provide authoritative strategic oversight as the council's designated DASS lead, ensuring seamless integration between children's and adult services whilst maintaining robust safeguarding arrangements.

Commissioning and Service Delivery

- Direct the strategic development of high-quality care provision, leading implementation of the Joint Health and Wellbeing Strategy through effective deployment of resources across integrated partnerships.
- Alongside the Service Director for All age commissioning ensure the council manages and develops the adult social care market developing innovative service



design, ensuring exceptional value for money whilst building sustainable service models.

- Implement sophisticated data analytics and evidence-based methodologies to enhance service quality, drive efficiencies and demonstrate measurable impact.
- Establish rigorous quality assurance mechanisms that effectively capture service user voice and stakeholder feedback to inform strategic service development.
- Act as corporate champion for adults, ensuring exemplary statutory compliance and demonstrable improvements in outcomes across all service areas.
- Design and implement sophisticated service delivery models that respond to local demographics whilst delivering against national policy objectives and statutory requirements.
- Ensure delivery of integrated, high-quality services that demonstrably meet diverse community needs whilst achieving optimal resource utilization.
- Provide strategic leadership in developing robust partnership arrangements and wider stakeholder network, ensuring effective multi-agency collaboration.

Governance and Performance

- Establish comprehensive governance frameworks that ensure exemplary compliance with statutory obligations and regulatory requirements, translating national policy directives into effective local delivery while maintaining robust internal controls.
- Design and implement sophisticated performance management systems that drive service excellence through data-driven insights, enabling continuous improvement across all operational levels.
- Act as the council's principal ambassador, cultivating influential strategic partnerships at regional and national levels to enhance organisational reputation and shape policy development within Adult's services.
- Demonstrate exceptional system leadership across complex partnership arrangements, particularly in advancing integration between adult social care and health services.
- Exercise strategic financial stewardship of substantial budgets, ensuring robust financial governance and demonstrating optimal resource utilisation through sophisticated monitoring frameworks.
- Maintain rigorous adherence to constitutional requirements including procurement regulations, financial procedures and scheme of delegation whilst ensuring effective risk management.
- Lead dynamic service transformation in response to evolving statutory requirements, ensuring innovative approaches to policy implementation.
- Direct implementation of comprehensive performance frameworks ensuring robust quality assurance in external regulatory inspections (CQC) and maintains good to outstanding service standards.
- Maintain sophisticated oversight of adult services through advanced governance mechanisms that ensure clear accountability and evidence-based decision making.
- Exercise strategic accountability for service performance, ensuring demonstrable impact and continuous improvement across all areas of statutory responsibility.
- Ensure exemplary compliance with regulatory frameworks to vulnerable adults, maintaining robust quality standards across integrated services.

Personal Attributes



- Demonstrate authentic, visible leadership that embodies council values and actively advances equality, diversity, and inclusion principles across the authority.
- Display outstanding strategic capability in managing complex organisational change, ensuring robust delivery of priorities whilst maintaining adaptability to emerging council needs.
- Foster meaningful cross-service collaboration, dismantling operational barriers to create cohesive, integrated service delivery that benefits residents and stakeholders.
- Exhibit mature leadership judgement, effectively balancing ambitious strategic direction with practical delivery considerations and prudent resource management.
- Lead by example in promoting a progressive workplace culture that prioritises staff wellbeing and supports sustainable high performance across the organisation.
- Maintain an active commitment to professional development and strategic insight, keeping abreast of innovations in children's services leadership and public sector best practice.

Experience Required

The postholder will be an accomplished strategic leader with substantial senior experience directing statutory adult services, within a local authority context. You will demonstrate an exemplary track record of delivering transformational change whilst ensuring continuous service improvement and measurable outcomes.

Essential to this role is comprehensive knowledge of current adult services legislation, coupled with proven expertise in strategic commissioning and partnership development across the public sector landscape. You will evidence significant success in orchestrating integrated service delivery through effective collaboration with key partners including health, police, and voluntary sector organisations.

The ideal candidate will hold relevant professional qualifications and substantial senior leadership experience within a complex local authority setting. You will demonstrate sophisticated financial stewardship of substantial budgets and a proven ability to deliver innovative, cost-effective services that achieve positive outcomes within challenging resource constraints. Your track record will show clear evidence of implementing system-wide improvements while maintaining robust operational standards and statutory compliance.

Critical to success in this role is your capability to champion outcome-focused, evidence-based practice that puts adults with care and support needs at the heart of service design and delivery. You will bring extensive experience of working effectively with elected members, scrutiny committees, and regulatory bodies, with the political awareness and organisational sensitivity to operate successfully in a complex member-led environment and drive sustainable service transformation.



Job Specification

As a Director, we would expect you to be able to demonstrate, through evidenced-based experience, the following level of competence:

Knowledge

- In depth diverse expertise together with significant managerial experience.
- Integration across functions and/or services within the council and associated organisations or partnerships. Involved in corporate planning, OR
- Integration of diverse functions within the council and with associated organisations or partnerships. Strategic planning across entire range of council services.

Creative Thinking & Policy Direction

- Highly complex issues requiring significant interpretation or extension of existing policy, across more than one department/service area.
- Guidance only from most senior Directors and elected members.
- Contribute to the development of corporate policy within a strategic policy framework. Focus on diverse areas of organisations activity.
- Substantial experience of working effectively with elected members and senior officers, with a strong understanding of democratic governance, political context, and the ability to provide clear, impartial, and professionally credible advice in a complex political environment.

Impact on People/Organisation(s)

- Full line management of a department or large business unit, or significant impact across all departments.
- Management and development of external relationships of significant importance to the council, OR
- High level contact with public and other external bodies to discuss negotiate and resolve controversial issues that impact on the council.

Responsibility for Resources

- 41%-total of the GRE
- Advisory/indirect



Standard Shropshire Council Terms & Conditions

The following terms and conditions of service are those laid down by the Joint Negotiating Committee (JNC) for Local Government Services, as amended from time to time and as adopted by the Council

Expected to lead and/or contribute to a range of projects and build relations with both internal and external partners in order achieve specified outcomes but will not have direct authority over those involved.

Responsible for preparing responses in line with Shropshire Council's corporate processes and national/regulatory/statutory processes (e.g. complaints, MP enquiries, Information Governance requests, customer enquiries, media enquiries, HR staff investigations etc.). These responses should be in line with the quality and timescale expectations set out within Shropshire Council's published procedures and/or case allocation emails and discussions.

Responsible for completing within expected timescales all mandatory corporate and role specific training. Training requirements will be detailed in your corporate induction and Personal Development Plan (PDP). Courses are accessed via the council Learning Management System via the Intranet.

Expected to undertake all relevant training requirements specifically to the role including formal Hearing / Investigating Officer training relating to Disciplinary / Grievance policies and procedures

Expected to become involved in a range of work to enable the service to respond effectively to the changing requirements of the Council and changes affecting the workforce.

Adopt a customer focused approach when delivering your service, ensuring engagement with service users and maintenance of an appropriate personal profile.

Act as an advocate for your service and work collaboratively with colleagues across the whole Council to meet the needs of the people of Shropshire.

Meet individual, service and personal development targets agreed through the Personal Development Review Process, learn from experience and are committed to continuous improvement individually and as an employee of the Council.

Work with colleagues to meet your team's key performance indicators, support a culture of team working and ensure the team functions successfully in support of the Council's corporate and service objectives.

Meet the behaviours and competencies adopted by the Council in the way in which they achieve their objectives and carry out their work.

Smoking is not allowed in Council buildings, in Council vehicles or in any Council place of work.

You must provide a suitable vehicle for the performance of your duties and that this is readily available for use during normal working hours. You are entitled to claim for reimbursement of the costs of travel on council business at the rate of 55 pence per mile.

This post carries eligibility to join the Local Government Pension Scheme. Information about this and other pension options will be sent with any formal offer of appointment.



Annual leave entitlement is a pro rata flat rate scheme of 207 hours (28 days) annual leave plus bank holidays, with five days extra awarded to those staff with five years local government service giving an entitlement of 244 hours (33 days). Two days of an employee's allowance (pro rata for part-time staff) must be taken at Christmas for any potential Christmas closures. Employees who work in a building/service which is required to open over the Christmas period, the two days leave (pro rata) can be carried over into your next leave year but must be used by the end of March.

The appointment is subject to 3 months' notice in writing on either side.

The appointment is subject to six months' satisfactory probationary service during which time the notice period will be one week on either side.

All appointments are subject to receipt of the following pre-employment checks;

1. Satisfactory employment references
2. Medical report
3. Evidence of the qualifications required for the post/listed on your application form
4. DBS (if required for the role) or, Basic Disclosure

Political Restriction

This is a politically restricted post under the terms of the original Local Government and Housing Act of 1989, Local Government (Politically Restricted Posts) Regulations 1989, and subject to amendment(s) under the Local Government, Economic Development and Construction Act 2010.

