

# The City of Cardiff Council **Recruitment Pack**

**Assistant Director -  
Children's Services**





# Letter from the Director



Dear Applicant

Thank you for your interest in this exciting and challenging role.

This is a good time to be joining the Social Services Directorate since much has been achieved during the last 24 months to ensure that the Directorate is in a strong position to deliver better outcomes for the children and young people of Cardiff. Across a basket of national measures, the Council's Social Services was rated as the most improved in Wales during 2015-16 and we received a very positive whole service inspection of Children's Services in March 2016.

For those of you across the border, it is also a good time to come to Wales as a national study last year showed that social workers in Wales are happier, feel better supported and stay longer. In addition, we have just implemented a new Social Services and Well Being Act which extends the rights of children to better outcomes.

Children's Services is a top priority for the Council, receiving strong support from the Cabinet and the Chief Executive. An effective and integrated programme of strategic improvement initiatives has made very good progress in stabilising the service and we are determined to maintain impetus. Among the strides we have made in the last 24 months, and as confirmed by our strong inspection outcome are:

- A newly configured service in place to enable specialist focus on Looked After Children (LAC)
- An excellent and award winning in house traineeship scheme for LAC
- A significantly strengthened Corporate Parenting Board
- The award to the Directorate of the hosting role for the new Welsh National Adoption Service
- A successful recruitment and retention strategy and a significantly improving recruitment position
- Improving performance trend across a range of measures.
- Newly established MASH
- Newly implemented agile and mobile working – social workers now have the latest technology in the Council
- More manageable caseloads
- Substantial additional investment in services for disabled children
- An effective '*Not in Our City, Not to Our Children*' Child Sexual Exploitation strategy supported by additional investment
- A new partnership Early Help strategy supported by new investment in best practice interventions
- A programme of implementation to support Signs of Safety



## Letter from the Director con't...



If successful, you will complete a newly formed, energetic and mutually supportive senior management team with a clear commitment to deliver on our high profile Improvement Plan. You will play a key role in ensuring the effective operation of the Directorate and on delivering the Improvement plan. For an ambitious senior manager there is much scope for you in this programme of work, including

- Embedding a commissioning-led approach to strategic development
- Rebalancing services in favour of prevention
- Creating and designing new approaches and whole-systems services with other directorates
- Responding to the Welsh Government's Social Services and Well Being Act
- An emergent model of services for disabled children drawing on best practice pathfinders

We have a committed workforce, innovative programmes of development and aspirations to be everything that services in a capital city should be. We are also facing a context of sharply diminishing local government resources and know that we need to ensure the sustainability of services that prioritise those at risk and those most in need. To do that effectively, we need to ensure that we intervene early and reduce the need for intensive and high cost services.

If these competing challenges don't sound like a familiar children's services picture then this is probably not the job for you. If they do and you are eager to meet the challenge, to bring energy and a willingness to work as part of an able and committed management team, I would be interested in hearing from you.

We need an individual who is focused on children, who is passionate about high professional standards, knows how to ensure that the quality of practice across a complex service continues to improve and who can translate values and vision into practice and delivery. You will be a qualified social worker with substantial experience of managing statutory children's services combined with the ability to manage a wide portfolio of responsibilities within a council environment and be able to work well with partners, with regulators and inspectors and with members and employees.

If you interested in this post and want to know more, please contact me on 02920 873803

**Yours faithfully**

**Tony Young**  
**Director of Social Services**



## Advertisement



### **CITY OF CARDIFF COUNCIL**

**Cardiff – Europe's most liveable capital city**

#### **Assistant Director, Children's Services**

**Total Salary Package of £94,778 per annum**

This is an opportunity to work in a vibrant and diverse city and to complete a dynamic team. In return, we ask you to bring leadership and communication skills plus the passion and experience to deliver innovative, partnership-focused services to take both of us to the next level.

We have an energetic and committed workforce, innovative programmes of development and aspirations to be everything that a capital city service should be. Across a basket of national measures, the Council's Social Services was rated as the most improved in Wales during 2015-16 and we received a very positive whole service inspection of Children's Services in March 2016.

We need an individual who is focused on children, who values high professional standards and who can translate values and vision into practice and delivery. Working closely with all social care professionals and partner organisations, you will continue to develop service improvement and respond to the council's strategic agenda.

Much effective work has been done to ensure that we refocus on delivering improved outcomes for children in need and looked after children. There is still much to achieve but we are highly optimistic of success.

You will be a qualified social worker who understands what good delivery looks like. That experience will have prepared you to take on a broader role. Here we will offer you scope, support and opportunity to grow into the role.

The total salary of £94,778 per annum is split between a basic rate of £82,416 and a market supplement of £12,362 which is reviewable every 12 months.

If you are ready for a broader role you can apply [here](#). For a confidential discussion please contact Tony Young, Director of Social Services on 02920 873803

**Closing Date: 7 November 2016 at 5pm**

Safeguarding and Child Protection are key priorities for the Council. We aim to support children and vulnerable adults to ensure they are as safe as they can possibly be. Our services and schools are committed to ensuring the safety and protection of all children and vulnerable adults, and will take action to safeguard their well-being, and acknowledge that children and vulnerable adults have a right to protection. This is supported in the general ethos of the Council and all schools.

This post is subject to a Disclosure and Barring Service Enhanced check.

This vacancy is suitable for post share.

We welcome applications in both English and Welsh.



# Role Profile



## **Role Title**

Assistant Director, Children's Services

## **Grade**

Assistant Director Spot Salary

## **Primary Purpose of Role**

To take lead responsibility for the successful and safe operation of a broad range of statutory and non-statutory children's service areas: to plan, commission, manage and co-ordinate people, financial and capital resources to ensure the effective delivery of agreed priorities, change programmes and high-quality day-to-day service for customers.

## **Key Accountabilities**

- To lead strategic commissioning activity to ensure that all services are procured, developed and designed to meet identified needs cost effectively
- To promote high professional standards of practice and accountability within the workforce and ensure compliance with all relevant codes of conduct
- To ensure effective and robust processes for the audit of practice consistent with national and local learning and the key recommendations within relevant national enquiry reports.
- To promote a culture of critical enquiry, evidence based social work practice and learning across the workforce and in management practice
- To translate strategic commitments for the portfolio into an aligned framework of operational plans, and, subsequently, to oversee the execution, review and improvement of these plans
- To play the lead role in the delivery of change programmes and projects across the portfolio of services (working with partners where appropriate) ensuring that the desired outputs and outcomes are secured
- To effectively manage the people, financial and other resources of the portfolio – ensuring that they are aligned with corporate priorities and genuine customer need
- To ensure that Operational Managers understand and fulfil their budgetary accountabilities; guiding and supporting them to make tougher choices within a context of diminishing resources and changing service demand
- To facilitate and ensure the successful implementation of internal and/or external partnership arrangements
- To establish and apply effective individual and team performance management systems in order to monitor, assess and improve standards and the achievement of key performance indicators
- To lead, motivate and develop a team of Operational Managers (and wider management and staff group) – ensuring the highest levels of buy-in and execution of the Council's priorities and corporate objectives
- To ensure that operational managers and staff remain conscious of their safeguarding responsibilities at all times and that service delivery and social work interventions reflect high standards of safeguarding practice.
- To lead Operational Managers in the production of robust and meaningful business plans – providing clarity of purpose, emphasis and key deliverables for the portfolio of services
- To ensure that effective communication and engagement processes are in place to share new ideas, new ways of working and to provide insight to progress and achievements



# Role Profile



## Areas of Responsibility

- Children's Social Services
- Youth Justice

## Types of Measures of Success

- Continually improving performance against key performance indicators for the portfolio
- Achievement of practice standards as measured by inspectorates and regulators
- Achievement of Corporate Priorities for the children's services portfolio
- Effective co-ordination of resources across the portfolio of services
- Effective budget control across the portfolio, with the delivery of required budget savings

**When preparing your written application, you will need to provide evidence only for the competencies identified with an asterisk. These are the essential competencies for your written application. In responding to each of the essential competency areas, you must provide examples which demonstrate how you have successfully delivered results of a size, scope and complexity comparable to the challenges faced by Cardiff Council.**

**These, and the remaining competencies, will be assessed during the remaining stages of the recruitment process.**

Behavioural Competencies	Application Stage	Competency Level(s)
Putting Our Customers First	*	5
Getting Things Done	*	4
Taking Personal Responsibility	*	4
Seeking to Understand Others		4
Developing Potential		4
Leading Change	*	4
Initiating Change and Improvement	*	4
Organisational Awareness		4
Partnering and Corporate Working	*	4
Communicating		4
Analysing , Problem Solving and Decision Making		4
Equality & Diversity		4
Optimising Resources	*	4
Demonstrating Political Acumen		4



# Terms and Conditions



## PRINCIPAL TERMS AND CONDITIONS OF SERVICE APPOINTMENT OF ASSISTANT DIRECTOR – CHILDREN’S SERVICES

### 1. CONTRACT

This is a permanent appointment.

### 2. CONDITIONS

Conditions of service will be in accordance with the Joint Negotiating Committee for Chief Officers of Local Authorities as adopted by the County Council from time to time, plus any other conditions or regulations determined by the Council from time to time in consultation with the recognised trade unions.

### 3. SALARY

The total spot salary for this post is £94,778 per annum, split between a basic rate of £82,416 and a market supplement of £12,362 which is reviewable every 12 months.

National pay awards in accordance with the JNC for Chief Officers of Local Authorities will be applied.

### 4. PERFORMANCE APPRAISAL

There will be an annual process of performance appraisal linked to the setting and achievement of the responsibilities and accountabilities of the job; and identifying any continuing personal development needs to maintain a high level of performance. The process is separate from any scheme relating to either pay or performance related pay.

### 5. ANNUAL LEAVE

Annual leave will be 27 days for employees with less than 5 years continuous service, and 32 days for employees with more than 5 years continuous service. You will also be entitled to 8 bank holidays.

### 6. HOURS OF WORK

The job of Assistant Director – Children’s Services cannot be satisfactorily undertaken within a fixed working week and some element of unsocial hours will be required for the proper performance of the responsibilities. The inclusive salary scale for the appointment reflects the need to work in addition to and outside normal office hours.

### 7. SICK PAY

Occupational Sick Pay Scheme will be in accordance with the JNC for Chief Officers’ Conditions of Service.

### 8. PENSION

Local Government Pension Scheme. An opting out notice is available from the Pension Section.

### 9. POLITICAL RESTRICTION

This post is politically restricted in accordance with the Local Government and Housing Act 1989 (as amended by Local Democracy, Economic Development and Construction Act 2009).

### 10. CAR LOAN SCHEME

You are eligible for a loan (which is not a taxable benefit) under the Council’s scheme.



## Terms and Conditions con't...



**11. CAR MILEAGE ALLOWANCE**

HMRC rate of 45 pence per mile will apply.

**12. SMOKING**

The Council has a no smoking policy.

**13. FLEXIBILITY AND MOBILITY CLAUSE**

As a term of your employment you may be required to undertake such other duties and/or times of work as may reasonably be required of you commensurate with your grade or general level of responsibility within the organisation, at your initial place of work or at or from any other of the Council's establishments.

**14. SATISFACTORY MEDICAL REPORT**

A satisfactory medical report is required from the Council's Medical Adviser on initial appointment to the Council.

**15. NOTICE PERIODS**

This will normally be three months in writing on either side but this can be changed by mutual agreement.

**16. RESTRICTIONS ON RE-EMPLOYMENT**

Certain restrictions apply after termination of employment. These relate to not divulging confidential information. Also within 12 months not taking up employment or providing services for reward to a body in the circumstances outlined in the conditions of service, without the consent of the Council which will not unreasonably be withheld. These provisions do not apply if the termination is as a result of redundancy or externalisation of work and a consequent transfer to a new employer.