

Job Description

Job Title: Care Micro-Enterprise Development Officer

POSCODE: CCC2562

Grade: SE02

Overall purpose of the job

To support those interested in becoming sole traders in the care sector to set up compliant care micro-enterprises, increasing capacity in the homecare market, whilst reducing carbon footprint and offering more choice and control to both self-funders and those with eligible care and support needs. The catalysts will deliver training and guidance through a framework and will signpost candidates to appropriate further training and qualifications.

Main accountabilities

Main accountabilities	
1.	Identify people with potential and motivation to become self-employed care workers (form a care micro-enterprise) by advertising the free support available in local media channels and by engaging face to face at events.
2.	Support candidates through a framework of information, guidance and training to the point where they are ready to set-up their own care micro-enterprise.
3.	Signpost to external sources and platforms for training, to ensure necessary skills for safe and quality care and support delivery are acquired.
4.	Offer guidance and share best practices around marketing of services to prospective and operational care micro-enterprises
5.	Coordinate a local network of care micro-enterprises, with a view to fostering mutually beneficial partnerships, which enable members to cover absence and excess demand for one another.
6.	Provide monthly reports to line managers and Local Authority partners on progress against targets.
7.	Join a network of community catalysts for sharing and acquisition of knowledge and best practices from experience. The catalyst will be encouraged to adopt those practices which will work best in their geographical area.
8.	Demonstrate an awareness and understanding of equality, diversity and inclusion.

Safeguarding commitment *(Include for roles involving work with children/vulnerable adults)*

We are committed to safeguarding and promoting the welfare of children and young people/vulnerable adults. We require you to understand and demonstrate this commitment.

Person Specification

Qualifications, knowledge, skills and experience

Minimum level of qualifications required for this job

Qualifications Required	Subject	Essential/ Desirable
A-Levels or equivalent	Any (2 as a minimum)	Essential
Bachelor's degree	Marketing /Business or Social Care	Desirable

Minimum levels of knowledge, skills and experience required for this job

Identify	Describe	Essential/ Desirable
Knowledge		
The Care Act (2014)	Knowledge of the Care Act 2014 and the implications on adult social care, in particular care at home.	Desirable
Business Management	A good working knowledge of business management would be beneficial, including budgeting, income and outgoings of a business, successful marketing, recruitment and retention of staff, etc.	Desirable
Skills		
Project Management	High standard of organisational skills required for project management, including planning, time management, SMART goals, meeting deadlines, asset management etc.	Desirable
Communication / public speaking / training	Being able to communicate effectively verbally is essential to this role, as well as being able to deliver training	Essential
Coaching	Adopting a coaching role will be beneficial to this role, as the position will require supporting people to create and run their own microenterprise	Desirable
Experience	Give an idea of the type and level of experience required do not specify years of experience.	
Sales or marketing	Commercial awareness, not necessarily in a management role. For example, having a successful position involving sales, such as managing a pipeline and leads.	Essential
Social Care / Local Authority / NHS	Awareness and understanding of public sector services, and/or social care.	Desirable

Equality, Diversity and Inclusion (applies to all roles.	Ability to demonstrate awareness and understanding of equality, diversity and inclusion and how this applies to this role.
Safeguarding (<i>include for roles working with children/vulnerable adults</i>)	Demonstrate an understanding of the safe working practices that apply to this role. Ability to work in a way that promotes the safety and well-being of children and young people/vulnerable adults.

Disclosure level

What disclosure level is required for this post?	None	Standard X
	Enhanced	Enhanced with barred list checks

Work type

What work type does this role fit into? (tick one box that reflects the main work type, the default work type is hybrid)	Fixed	Hybrid	Field X	Remote	Mobile
--	-------	--------	---------	--------	--------