



Ways to Wellness

Social Prescribing Development Lead Candidate Pack

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Welcome

Dear potential Social Prescribing Development Lead

I am pleased that you are interested in this unique opportunity with Ways to Wellness. I believe this is career-defining role for the right person. You will be part of extending the reach and defining the future of a ground-breaking service that is making a difference in the lives of some of the most vulnerable people in our communities.

Our pioneering charity is looking for a Social Prescribing Development Lead to take a central role in developing and fulfilling Ways to Wellness' charitable objectives, namely:

1. promotion and advancement of social prescribing
2. dissemination of learning and best practices from Ways to Wellness service delivery
3. possible extension of the Ways to Wellness social prescribing delivery model

Ways to Wellness is a pioneering charity delivering social prescribing 'at scale' through its wholly owned operating subsidiary, Ways to Wellness Ltd. Social prescribing is the use of non-medical interventions to achieve sustained lifestyle change and improved self-care among people with long-term health conditions who live in the west of Newcastle.

Ways to Wellness is the first social impact bond (SIB) funded service in health in the UK, with SIB investment provided by Bridges Fund Management. Ways to Wellness holds a 7-year NHS contract with the NHS Newcastle Gateshead Clinical Commissioning Group (CCG), Ways to Wellness receives outcome-based payments from the CCG, The National Lottery Community Fund and the Cabinet Office when outcomes are achieved for patients in two areas: (a) improved patient wellbeing and (b) reduced hospital costs. Ways to Wellness sub-contracts two local services providers – a social enterprise (First Contact Clinical) and a charity (Mental Health Concern) – who together employ 28 Link Workers to deliver the service. The Ways to Wellness social prescribing service started in April 2015, with over 6,000 patients have been referred to the service. Ways to Wellness aims to reach approximately 10,000 patients over seven years.

Ways to Wellness has a committed staff team of 3 others in its central office, where this position will be based. Ways to Wellness has 12 non-executive directors and trustees on the Boards of Ways to Wellness Limited (the operating company) and Ways to Wellness Charitable Foundation. Ways to Wellness' Link Workers are located with the service provider organisations in community hubs and GP practices.

Ways to Wellness receives a significant amount of local and national attention for its innovative service. The role will provide the successful candidate with unique opportunities to work with senior decision-makers. This is an excellent opportunity for someone looking to take their skills and experience to the next level.

Yours Sincerely, Tara Case, Chief Executive, Ways to Wellness

If you have any queries for Tara Case, please contact Katie Hopper at 0191 208 6555 or katie.hopper@waystowellness.org.uk.

Job Description: Social Prescribing Development Lead

Key Emphasis

This is a unique opportunity to work in a varied role within a small, friendly team in an innovative, mission-led organisation. Candidates should be the right blend of inspirational communicator, visionary thinker and focused strategist. You will need to be flexible and comfortable working in contexts involving complexity and uncertainty. Successful applicants will be team players who not only understand how to identify a new opportunity, but also know what it takes to build relationships and collaborate to take ideas forward and realise opportunities.

Key Accountabilities

The role works closely with and supports the small Ways to Wellness Foundation team, taking the lead in exploring, developing and implementing strategic plans and realising opportunities.

Market Research & Strategic Planning

- Perform market research to identify new opportunities (e.g. call for bids and requests for proposals) that align with Ways to Wellness Foundation's expertise and objectives, working closely with CEO and Board to establish strategies for pursuing opportunities

Maintaining and Developing Existing Partnerships and Relationships

- Contribute to and build upon existing stakeholder relationships and partnerships, identifying and exploring further opportunities or extensions of existing work

Identifying and Building New Collaborative Relationships/Business Partnerships

- Proactively identify and build opportunities for new business or collaborations.
- Take a lead in building and submitting business proposals and bids
- Develop communication material and delivery presentations to potential partners.

Supporting Internal Processes

- Contribute to the smooth running of the Ways to Wellness Foundation through supporting effective internal processes, including: (a) preparing and presenting Board papers, (b) strategic discussions and planning, (c) data analysis and (d) financial planning

Other Duties

- Support and where necessary deputise for the CEO in Ways to Wellness Charitable Foundation work, to ensure wider organisational requirements are met and external relations are well maintained
- To provide any other support as directed by CEO and the Chair or the Board and undertake any other duties commensurate with the grade

- This position will be part of the Ways to Wellness small central office team so there is a need to be flexible about sharing tasks and assisting the other members of the team in their work duties, when indicated
- Travel in the North East of England (occasional further national travel may be required)

Person Specification: Social Prescribing Development Lead

Qualifications

- Undergraduate degree (or higher) or the equivalent in a relevant field of study

Essential Skills

- An open and persuasive personality, with strong communication and networking skills, and the ability to relate to a wide range of stakeholders
- Proactive and inquisitive nature with strong analytical and strategic thinking skills
- Proven ability to process and analyse information accurately with attention to detail
- Strong work ethic, self-management and time management skills with the ability to work under pressure with minimal supervision, to meet requirements and deadlines
- Strong interpersonal and presentation skills and proven ability to interact in a clear, concise and professional manner with both internal and external contacts at all levels
- IT literate with strong skills working in word processing, presentations and spreadsheets
- Skilled in responding flexibly and sensitively to the needs of team members and stakeholders to sustain positive relationships and work effectively and collaboratively
- Proven ability to work effectively in an environment of uncertainty and complexity

Desirable Experience

- Social prescribing
- Strategic roles
- Project management in a multi-stakeholder environment
- Working in the health sector and/or local authority
- Leading and developing a new project or entity
- Social investment and/or social enterprise

Terms and Conditions

- Salary: This post is offered in the range of £30,000 to £35,000 per annum, dependent upon skills and experience.
- Contract: Fixed term for 2 years, with a view to permanent.
- Hours: Part-time (0.6FTE) with the option to increase to full-time. Flexible working will be considered. Terms to be agreed with the successful applicant.
Work outside of core hours (9am to 5pm) will occasionally be required.
- Holidays: 25 days paid holiday (for full-time position) plus Bank Holidays.
- Pension: Ways to Wellness will contribute up to the equivalent of 5% of your gross salary to match your equivalent contribution.
- Location: Ways to Wellness' office is based on the 2nd Floor, Business Innovation Facility, Biomedical Research Centre, Centre for Ageing and Vitality, Newcastle University, Newcastle upon Tyne NE4 5PL. Travel to attend meetings and events at other locations in the North East of England will be required with occasional national travel.
- Expenses: Ways to Wellness will pay for staff travel and subsistence if an employee is requested to travel as part of their role (outside of commuting to work).

Application Requirements & Recruitment Timetable

To apply please send your CV and a cover letter detailing your reasons for applying to the role as well as the match between your skills and experience and the job description and person specification. Please send your application by email to katie.hopper@waystowellness.org.uk or by post to Katie Hopper, Ways to Wellness, 2nd Floor, Business Innovation Facility, Biomedical Research Centre, Centre for Ageing and Vitality, Newcastle University, Newcastle upon Tyne NE4 5PL.

Deadline for Receipt of Applications: Wednesday 22nd May 2019 at noon

Interview Date: Friday 31st May 2019

Please assume that if you have not heard from us by the 28th of May then unfortunately your application has not been successful.