



**Associate Director -  
Peer Support & Community**

# What you need to know about this role:

<b>Job Title:</b>	Associate Director – Peer Support and Community
<b>Responsible to:</b>	Director of Services and Digital
<b>Contract:</b>	Permanent
<b>Location:</b>	Home based or hybrid (Vauxhall office) with national travel.
<b>Working Hours:</b>	Full-time - 35 hours per week (flexible, working minimum of 28 hours/per week considered)
<b>Salary:</b>	£50,000 plus £3,323 London weighting if applicable (pro rata if part-time)
<b>Closing date:</b>	9am, Monday 10 2024
<b>Interview 1:</b>	Friday 14 June 2024 (online) - TBC
<b>Interview 2:</b>	Tuesday 18 June 2024 (in-person, Vauxhall) - TBC

## INFORMATION FOR APPLICANTS FOR THE POST OF Associate Director of Peer Support and Community

Thank you for your interest in the above role. This pack tells you more about Kinship, how we work, and details of the role and the people you will be working with. It also gives information on how to apply.

### About Kinship:

Kinship is the leading kinship care charity in England and Wales. We offer kinship carers financial, legal, practical and emotional support and understanding from the moment they need it, for as long as they need it. Our expert advice, information and guidance helps with complicated and stressful decisions that so many kinship families have to make. We are always there to support them through challenging times and celebrate the good.

Kinship carers are strong and determined. Together, they are powerful. We help them build communities of support and action by connecting families locally and across England and Wales.

We are at the heart of kinship networks, partnering with and influencing service providers, local and national government and other organisations. We give everything we have to fight for each family and their rights, changing society until every kinship family is recognised, valued and supported.

Kinship care often begins in crisis. A child has parents who are unable to care for them, for whatever reason. It can be frightening, confusing and heart-breaking.

Instinctively, a loved one steps in – a grandparent, brother, sister, aunt, uncle or family friend. They are now a kinship carer, bringing up the children they love. There is often no chance to prepare. Plans may be pushed aside. Relationships, jobs and savings are frequently sacrificed.

It is life changing and challenging raising children who have been hurt or neglected, but kinship carers do it anyway because they put the children first.

We know how hard life can be for kinship carers, but we have seen the amazing things they are capable of, with someone by their side. With the right support, children raised in kinship families can flourish.

That is why we support, connect and campaign – to keep kinship families stronger by keeping them together.

## About the team

Kinship is in our third year of delivering the first national peer support service for kinship carers in England. We are looking for a new **Associate Director of Peer Support and Community** to build and develop our model and to take the team to the next phase of growth and impact.

Your first priority will be to **oversee delivery** of the Department for Education national **Peer Support Service** contract in England. You will lead the development of our hub and spoke model, with an enhanced offer of national resources and support together with a continued focus on on-the-ground support for kinship carers to set up and sustain a network of peer support groups. You will ensure all members of the team have clarity and are empowered to meet new targets and ways of working.

The role will also lead on the **strategic development of peer support approaches** in Wales (for which we are seeking funding), **ensuring innovation** and **good practice is shared** across the nations.

Kinship peer support groups are powerful levers for change in local, regional and national ecosystems. Your team will ensure that every kinship carer in England and Wales has access to a peer support group, or support to set up and create their own. The team will be purposeful about offering developmental support to all kinship peer support groups, including independent groups, ensuring they remain or become sustainable. And that they have resources, training and peer networks to support this.

Reflecting our strategic focus on developing our Kinship Community of more than 10,000 kinship carers across England and Wales, you will lead a **new community strategy**, co-ordinating the development of opportunities for **community connection and community power**. This will include taking leadership for developing the Kinship model of community engagement and integrating across all our 'in person' and digital services and activities.

You will ensure a collaborative approach with services, alignment with national and local campaigning activity, and work closely with marketing and communications colleagues to support kinship carer reach and engagement with our community offer.

We're taking an integrated approach to our services, so you'll collaborate well across teams to ensure that support groups and their leaders have easy access to high quality advice, information and training. The team will need to work closely with colleagues delivering our new training and support contract, funded by the Department for Education.

## Purpose of the role

To lead and develop our peer support and community offer for England and Wales, embed new structure and model and support a high performing team.

## Key responsibilities:

### Service delivery and design:

- Innovation of the Peer Support Service.
- Develop and rollout peer support and community strategy and operational plan.
- Ensure targets and Service Level Agreement KPIs are met and manage a dynamic risk register for service.
- Effectively manage peer support and community budget.
- Lead effective use of Salesforce across team for service delivery and impact evaluation.
- Ensure effective and positive recruitment and retention strategies for kinship carer volunteers (for example support group leaders).
- Continuous service improvement including reviewing delivery model and resourcing.
- Ensure user experience and co-production are embedded in the design and development of services, in line with a Kinship participation approach.
- Integrate service across Kinship to deliver a seamless experience for kinship carers and partners.



- Act as a national spokesperson for the service.

**Quality assurance, monitoring and evaluation of peer support service:**

- Implement monitoring and evaluation and impact tools for timely and accurate reporting of activity and engagement.
- Manage the budget for the service.
- Report to the Executive team and Board, highlighting any risks and mitigating actions.
- Report to the Department for Education to maintain strong relationships and SLAs.
- Identify issues affecting kinship families (within service) to support influencing activities.

**Service planning and sustainability:**

*Working with the Director of Services and Digital to:*

- Work with the Development team to develop proposals for the community and peer support which are ready for fundraising and business development.
- Work with the Policy and Communications directorate to develop marketing and engagement plans.
- Explore partnership opportunities to further our strategic objectives.

**Leadership, management and supervision:**

- Actively contribute to long-term strategy, objectives, business plans and budgets.
- Line manage and supervise Programme Manager and Peer Support Hub Lead.
- Set clear objectives to achieve targets and outcomes across the team.
- Actively encourage personal development and learning.
- Increase efficiencies and impact across the team.
- Ensure good team induction processes and systems are in place.
- Role model Kinship values.

**Team culture:**

- Act in the best interest of Kinship and the families we support.
- Maintain and contribute up to date understanding of kinship care.
- Deliver effective administration with attention to detail and keeping to deadlines.
- Actively contribute to delivering and evidencing a high performing service.
- Take responsibility for your ongoing continued professional development.
- Work in line with the Kinship values.

**Knowledge, abilities, skills and experience**

**Essential experience:**

- Substantial experience in scaling a national service or programme with high quality outputs. This includes overseeing delivery, strategic planning, budgeting, managing delivery, meeting KPIs, stakeholder engagement and reporting to funders.
  - Experience of governance and managing risk on high profile service delivery.
  - Experience of effective budget management.
  - Significant experience of leading the development and delivery of peer support services.
  - Experience of successful development of a community in a comparable organisation and role.
  - Excellent understanding of volunteer management and governance.
  - Significant experience of change management, driving performance and supporting teams to deliver high quality outputs.
  - Experience of safeguarding policies and procedures focussing on building a culture which values transparency, reflective practice and continuous learning.
  - Experience being the external lead and influential spokesperson for a national and high-profile programme, service or project.
  - Strong leadership with a commitment to providing consistency, support and boundaries.
  - Substantial experience of leading dispersed teams including managing wellbeing, development and performance against targets.
-

- Substantial experience of managing, developing and evaluating effective and innovative services for families experiencing crisis and experience in reaching 'hidden or under-served communities'.
- Experience of leading and managing continuous improvement in changing contexts, with good knowledge of the Double Diamond framework and how to implement well.
- Excellent written, verbal and visual communications with excellent attention to detail, able to represent Kinship at high level external meetings with conviction and professionalism.
- Proven experience of managing complex stakeholder relationships with diplomacy and sensitivity while maintaining confidence.
- Good level of data literacy and confident using technology to help us to be better in our processes. You'll take accountability for the team actively and intelligently using Salesforce (our case management system).
- Experience of ensuring that services are designed and led by user needs.

**Desirable experience:**

- Lived experience of kinship care.
- Experience of working across two nations (England and Wales) would be helpful.
- Experience of delivering high profile Government contracts would be advantageous.
- Understanding of children's social care.
- Digital innovation experience.
- Full, clean driving licence/own car.

**General attributes**

- Flexible and willing to travel for work across England and Wales.
- Commitment to the values, aims and objectives of Kinship.
- A real commitment to equity, diversity and inclusion within your role and a respectful approach to working with people from a range of backgrounds.
- Excellent written and spoken English.
- Right to work in the UK.

**Key Behaviours**

<p>Personal attributes:</p> <ul style="list-style-type: none"> <li>• Calm under pressure and in difficult situations</li> <li>• Clear, straightforward communication</li> <li>• Strategic thinker and ability to see big picture</li> <li>• Detail oriented</li> <li>• Resilient</li> <li>• Assertive and firm</li> </ul>	<p>Behaviours:</p> <ul style="list-style-type: none"> <li>• Solutions focus; can-do attitude</li> <li>• Positive attitude and approach</li> <li>• Respectful</li> <li>• Professional</li> <li>• Empathic, sensitive, tactful</li> </ul>
---	---

**Key Contacts**

<p>Internal:</p> <ul style="list-style-type: none"> <li>• Director of Services and Digital</li> <li>• Programme Lead (Peer Support)</li> <li>• National Peer Support Hub Lead</li> <li>• Advice, Training and Information Team</li> <li>• Executive Team</li> <li>• Senior Management (Associate Directors and Team Heads)</li> <li>• Network Development Team</li> <li>• Campaigns team</li> <li>• Communications and marketing teams</li> <li>• Head of Wales</li> </ul>	<p>External:</p> <ul style="list-style-type: none"> <li>• Kinship carers</li> <li>• Partners and community organisations</li> </ul>
--	---

# Equality Diversity and Inclusion

Kinship is committed to championing equality, diversity and inclusion. We believe our work is greatly enhanced by the varied backgrounds, experiences and views represented within our teams. We aim to create inclusive teams, celebrate differences and encourage everyone to join us and be their true self at work. We therefore encourage applications from anyone who fits our values, whatever their religion or belief, sex, gender identity, race, age, sexuality or disability and are actively seeking candidates that can bring real innovation and commitment to us.

## Candidate Application Information

Please refer to the Job Description for this role to check that you meet the criteria necessary for the job.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate they meet the essential skills and experience outlined.

Please tell us if there are any reasonable adjustments we can make to assist you in your application. If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

## How we select candidates

To adhere to our commitment to Equality, Diversity and Inclusion, Kinship uses Artificial Intelligence (AI) as part of an Applicant Tracking System (ATS) – BeApplied. This ensures personal characteristics, such as age, ability, ethnicity etc. are **not** available to the shortlisting panel. The BeApplied ATS system goes further by aiming to remove all socio-demographic details that might affect decision making. This is known as 'Anonymous Recruiting'.

You are invited to apply for this role via the BeApplied recruitment platform [here](#).

We will ask you for your CV and to respond to five questions via the Applied platform. Please note that all answers will be viewed anonymously by reviewers and CVs will not be viewed until after this sift has happened. This is the first opportunity to demonstrate your experience and to stand out in the recruitment process. Reviewers will not see all your answers together until all the questions have been reviewed and the CV has been reviewed separately. They will be marking on the strength of the response to each question. Once this is complete, both will be reviewed together. You will have 250 words per answer.

1. Outline why you want to work at Kinship in this role, and how your values align to the Kinship ones? Please include a bit about your experience in this section.
2. Please give one example of when you have had to develop from scratch OR innovate a national service. Please include what the service budget was, what you did and what the outcome was.
3. This service is a high-profile contract, funded by the Department for Education. Targets and SLAs need to be met while providing impact for kinship carers. Please give a previous example of how you've delivered and met targets with high quality outputs.
4. You'll be leading a team who has been through a restructure, with new staff starting and a new model to develop and embed. You will need to work at pace, while providing strong leadership and clarity to the team. How would you approach the first three months, what will you prioritise and what will you need?
5. Given the strategic ambition of Kinship, the context in which we work and this role as Associate Director of Peer Support and Community, where do you see the opportunities and risks for the service in the next 1-2 years? How would you prepare or mitigate them?

**Any applications arriving after the closing date will not be considered for shortlisting unless there are exceptional reasons.**

Kinship reserves the right to close a recruitment campaign earlier than advertised where we have received sufficient applications so early application is encouraged. If you would like further information or an informal chat about this role, please contact [recruitment@kinship.org.uk](mailto:recruitment@kinship.org.uk).

# What it means to work at Kinship:

## Our vision:

A society in which kinship carers and the children they care for are **recognised, valued** and **supported**.

## Our mission:

To ensure that kinship carers and the children they care for get the **support** and **recognition** they need.

“

Knowing what you do helps kinship families that really need support.

Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers. **(Staff member at Kinship)**

”

We want to offer you the best place to work. Our people are really friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.



# Our Values:

## Be bold

### We fight for what's right with focus and determination

- Be driven by evidence and deliver quality
- Innovate bravely, fail fast and learn quickly
- Challenge constructively to move us forward



## Be stronger together

### We see the bigger picture of our work and value collaboration to drive impact

- Recognise and value the part everyone plays
- Bring different strengths and expertise together with purpose
- Ask whose voice and experience may be missing



## Step up

### We all take responsibility for changing lives and changing the system

- Actively seek and share knowledge
- Step in with ideas and solutions Ask for
- and give honest feedback



## Put people first

### We care about each other and create spaces where people feel they belong and can thrive

- Bring people together to share experiences and celebrate success
- Listen with curiosity not judgement
- Support with understanding and compassion





# What we can offer you:



## Community:

- Employee resource groups (including Equality, Diversity and Inclusion Working Group and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.



## Flexible working:

- We operate flexible working practices which include working from home, varying start and end times of the working day, compressed hours and variable contract hours through the year.



## Family:

- Our policies include kinship care, compassionate, dependents, and bereavement leave that support the lives of employees who have additional commitments.
- We are proud that 20% of our current staff are kinship carers, and we are striving to lead the way as a 'Kinship Carer Friendly Employer'.



## Health and Wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.
- Wellbeing Wednesdays
- Charity Worker Discount



## Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March).
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.



## Pay and pension:

- You'll be eligible and auto-enrolled into a pension scheme - we use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.



## Cycle to work programme:

- This scheme enables employees to get tax incentives from cycling to work.



## Learning and development:

- A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

# Conditions of Employment:

## **Working hours:**

The working week is currently 35 hours per week from Monday to Friday. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

## **Travel:**

There may also be, on occasion, the need for overnight stay. Reasonable travel, subsistence and hotel expenses will be covered using the Charity's expenses procedures.

## **Pension scheme:**

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements.

## **Probationary period:**

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post.

## **Flexible working:**

Kinship will consider applications for flexible working arrangements. Kinship will enable as many jobs to be open to job sharing as is operationally practicable.

# Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and really passionate about doing their best for kinship carers.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we encourage applicants from those groups currently under-represented in our organisation and sector.

## Standard clauses:

- This role will require satisfactory Disclosure and Barring Service (DBS) clearance.
- The post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

**Note:** This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.

**Kinship is the working name for Grandparents Plus, which is a company limited by guarantee registered in England and Wales under number 4454103 and registered as a charity under number**

**1093975**