

<b>Job Title:</b>	Engagement and Projects Officer
<b>Location:</b>	Hybrid working (normally two days a week in office)
<b>Responsible to:</b>	Operations Manager
<b>Accountable to:</b>	Board of Directors
<b>Salary</b>	£28,000-£30,000 per annum full time (37.5 hours per week)
<b>Contract type</b>	Permanent subject to funding

## About Norfolk Care Association

The Norfolk Care Association (NorCA) is the independent voice for adult social care providers in Norfolk and Waveney. NorCA advocates for the needs, challenges, and priorities of these providers, playing a pivotal role in bridging the gap between care organisations, local authorities, the NHS, and the wider health and social care system. Through this, NorCA ensures that provider organisations are represented and have a meaningful influence on policy and practice.

## Norfolk Care Association's Key Functions

- **Advocacy:** Representing adult social care providers and campaigning for sustainable funding, fair commissioning, and workforce reform.
- **Information Sharing:** Disseminating key information and insights to improve care quality and encourage system-wide collaboration.
- **Support:** Offering practical support and facilitating strategic conversations on complex sector issues.
- **Sector Intelligence:** Collecting and sharing intelligence to inform decision-making and enhance care quality.

## Role Purpose

Norfolk Care Association's ability to represent and influence the adult social care sector depends on how well it understands the realities providers face and how effectively it translates that insight into action. Strong relationships, credible intelligence, and well-delivered projects are central to that.

This role is responsible for building and maintaining those connections: leading structured engagement with social care providers, gathering and synthesising insight, and delivering projects that respond to sector priorities. You will ensure NorCA remains closely connected to providers across Norfolk and Waveney, and that their experiences and challenges are clearly understood, evidenced, and reflected in NorCA's work.

We are looking for someone who is confident engaging with a wide range of stakeholders, from client facing staff to senior leaders, and who can turn conversations and data into clear, evidence-based insight. You will be organised and delivery-focused, able to plan and manage projects from inception through to evaluation, while identifying risks and keeping work on track. Above all, you will be someone who builds trust, follows through on commitments, and understands that the strength of NorCA's relationships and insight underpins its credibility and impact.

## Key Relationships

**Internal:** Operations Manager, Norfolk Care Association board members, Marketing and Communications Officer

**External:** Adult social care providers, System partners – including Norfolk County Council and the NHS and other strategic stakeholders, project stakeholders and partners, networks and local forums.

## Key Responsibilities

### Provider Engagement and Intelligence

- Plan and deliver a structured provider engagement programme, developing an annual plan, identifying priority providers and cohorts, and using a range of methods (site visits, one-to-one conversations, surveys, forums, and digital channels) to maintain meaningful, two-way engagement across the sector.
- Build and sustain proactive relationships with adult social care providers across Norfolk and Waveney, ensuring providers of all types and sizes, including those less visible to NorCA, are reached, heard, and supported.
- Proactively identify and engage providers with little or no existing connection to NorCA, understanding barriers to engagement and developing targeted approaches to extend NorCA's reach and relevance.
- Conduct in-depth engagement with providers, including structured site visits and follow-up conversations with senior staff and frontline workers, to gather rich, evidence-based insight into provider experience, care delivery, and the impact of system change.
- Gather, synthesise, and translate intelligence from across the provider landscape into clear, well-evidenced briefings and reports that inform NorCA's advocacy, communications, and programme work.
- Facilitate the sharing of learning and good practice across the sector, identifying opportunities for peer connection, supporting learning conversations, and ensuring insight is fed back in ways that are practical and accessible.
- Identify and escalate risks and emerging issues arising from engagement activity, including patterns of provider concern, system pressures, and intelligence gaps, ensuring these are recorded and addressed appropriately.
- Monitor, evaluate, and continuously improve the engagement programme, reporting against agreed measures and using evidence and feedback to demonstrate impact and refine delivery.

- Maintain accurate and up-to-date records of engagement activity, including contact logs, visit notes, and intelligence summaries, ensuring information is accessible, secure, and compliant with data protection requirements.

## Project Management and Delivery

- Take end-to-end responsibility for designated NorCA projects, developing clear plans with defined objectives, milestones, success measures, and timelines, coordinating delivery across stakeholders, and monitoring progress to ensure work is delivered to plan.
- Lead the administration, stakeholder coordination, and reporting for core NorCA projects, ensuring meetings are effectively managed, actions are tracked, and stakeholders receive timely and accurate information.
- Lead the administration and delivery of the International Recruitment Mailbox, responding to enquiries from international recruits promptly and sensitively, recognising where individuals may be distressed or vulnerable, and escalating or signposting appropriately while ensuring accurate information is provided.
- Lead delivery of the QIP Peer-to-Peer Support Programme, managing provider engagement, coordination, and reporting to ensure the programme is delivered to a high standard and its impact is clearly evidenced.
- Monitor project progress against milestones and deadlines, identifying risks and issues early, maintaining clear action logs, and escalating where appropriate with proposed solutions to keep delivery on track.
- Evaluate project performance against objectives and success measures, gathering feedback and analysing outcomes to produce clear reports, demonstrate impact, and inform continuous improvement.
- Produce clear, timely project reports for the Operations Manager and board, presenting progress, risks, outcomes, and recommendations in an accessible format.
- Contribute to the development of new projects and initiatives, supporting scoping, planning, and design using an evidence-informed and structured approach.

## System Transformation and Strategic Engagement

- Plan and deliver targeted engagement activity to support NorCA's intelligence and insight work on system transformation priorities, including workforce reform, integrated care, and commissioning change, ensuring provider perspectives are captured and fed into relevant processes.
- Attend external meetings, forums, and working groups, contributing provider insight, raising key issues, and producing clear notes and follow-up actions.

- Develop and maintain effective working relationships with system partners, including the local authority, NHS Integrated Care System, and other stakeholders, positioning NorCA as a credible and evidence-informed voice for providers.
- Monitor developments across the health and social care system, including policy, commissioning, and workforce changes, identifying implications for providers and producing clear, timely briefings for the Operations Manager and board.

### Additional Responsibilities

- Contribute flexibly to the work of a small team, taking on additional duties as required to support delivery of NorCA's priorities.

### Person Specification

The ideal candidate will bring strength across most of the areas below. We recognise that strong candidates rarely meet every requirement, and we recruit in the round, taking the whole person into account. If you are developing in some areas but bring clear strengths in others, we encourage you to apply.

#### Knowledge

Understanding of project management principles, including planning, monitoring, evaluation, and risk management

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Understanding of stakeholder engagement & management approaches and methods (e.g. site visits, interviews, surveys, forums)

Awareness of data protection requirements and handling sensitive information appropriately

Understanding of the adult social care sector in Norfolk and Waveney, including key challenges (funding, workforce, quality)

Awareness of system transformation in health and social care, including integrated care and commissioning change

#### Experience

Demonstrated experience of planning and delivering structured engagement or outreach activity, with evidence of reach and impact

Experience of building and maintaining relationships with a diverse range of stakeholders

Experience of conducting in-depth qualitative engagement (e.g. interviews, site visits, focus groups) and quantitative data capture to gather insight

Experience of managing projects or programmes from planning through to delivery, monitoring, and evaluation

Experience of producing clear reports, briefings, or insight outputs using qualitative and/or quantitative information

Experience of identifying and managing risks or issues within delivery, including escalation and resolution

Experience of working with or alongside health, social care, or public sector organisations

## Skills

Strong interpersonal and communication skills, with the ability to engage confidently with stakeholders at all levels

Ability to build trust and sustain effective working relationships without relying on formal authority

Ability to gather, analyse, and synthesise qualitative and quantitative information into clear, evidence-based insight

Ability to plan, prioritise, and manage a varied workload, balancing competing demands and meeting deadlines

Ability to monitor progress against plans, maintain clear records and action logs, and ensure delivery stays on track

Ability to identify, assess, and escalate risks and issues, proposing solutions to support delivery

Ability to produce clear, structured reports and briefings for different audiences

Proficiency with digital tools, including core office productivity software and systems for communication and record-keeping

## Behaviours

**Communicating with Impact:** Writes clearly and accurately, adapting style and tone for different audiences. Listens actively and selects appropriate channels and formats. Confident representing NorCA externally without requiring close supervision.

**Building and Sustaining Relationships** Builds trust with a wide range of stakeholders without relying on formal authority. Maintains relationships consistently and handles sensitive conversations professionally. Understands that strong relationships drive organisational impact.

**Reliable and Accountable:** Plans and manages their own workload, setting realistic timelines. Identifies and raises risks early. Delivers work to a consistently high standard, follows through on commitments, and takes ownership of outcomes, communicating openly when issues arise.

**Adapting and Learning:** Responds constructively to change and feedback. Reflects on what has and hasn't worked, seeks feedback, and applies learning to improve. Shows curiosity about the sector and how to strengthen impact.

**Collaborative and Inclusive Working:** Works collaboratively, shares information appropriately, and involves others at the right time. Works with colleagues to meet the organisations overall objectives and work requirements. Treats all stakeholders with respect and contributes positively to team culture.

**Attention to Quality and Detail** Produces accurate, well-presented work first time. Checks outputs before submission and handles sensitive information with care. Understands the reputational impact of errors.

**Analytical and Evidence-Oriented** Draws meaningful insight from a combination of quantitative data and qualitative provider feedback. Translates intelligence into clear, practical reports and briefings that support advocacy and decision-making. Asks effective questions in engagement settings to surface underlying issues, not just surface-level responses.

**Systems Thinking and Application:** Moves effectively between system-level conversations and frontline provider experience, connecting local issues to wider patterns and uses this insight to contribute to priorities, engagement, and project delivery.

A full UK driving licence and access to a vehicle are required for this role. Mileage will be reimbursed in line with NorCA's policy where travel is required.

## Equal Opportunities

Norfolk Care Association is committed to building a diverse and inclusive organisation that reflects the communities we work with. We actively welcome applications from people of all backgrounds and experiences, and particularly encourage those who are underrepresented in the sector to apply. We are committed to fair, transparent recruitment and to creating an environment where everyone feels respected, supported, and able to contribute fully.

## Flexible Working

Norfolk Care Association supports flexible working and recognises the importance of balancing work and personal commitments. This role is offered on a hybrid basis, with a minimum expectation of office presence alongside flexibility in how working time is organised. We welcome conversations about flexible working, including part-time arrangements, job share, and alternative working patterns, and will consider all requests in line with organisational needs.

## Application

Please send your CV and a covering letter outlining:

- why you're interested in the role
- how your experience and strengths relate to the person specification

Email: [recruitment@norfolkcareassociation.org.uk](mailto:recruitment@norfolkcareassociation.org.uk) .

Deadline: 0900 17/04/2025

We recognise that candidates may not meet every requirement and encourage applications from those who bring strong relevant skills and potential.

If you would like to arrange an informal conversation, please email [recruitment@norfolkcareassociation.org.uk](mailto:recruitment@norfolkcareassociation.org.uk)

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