

# Recruitment pack – Community Support Officer - August 2024



# Contents

1. Welcome from our CEO
2. Why we exist
3. How we do what we do
4. Our Values in action
5. What we do
6. Our structure
7. Our Strategy 2023-2026
8. The opportunity
9. The person
10. How to apply

# 1. Welcome from our CEO

Dear Prospective Candidates,

As the CEO of Focus Birmingham, I am delighted to welcome you to our job recruitment pack. We are an independent local disability charity that works to make lives better by creating opportunities for people with care and support needs so that they feel empowered to live life to the full, and unlock their potential

At Focus Birmingham, we are committed to providing a supportive and inclusive work environment where our employees can thrive and make a real difference to the lives of those we serve. We believe that our success as an organization is directly linked to the talents, skills, and dedication of our team.

As an organization, we pride ourselves on being an equal-opportunity employer, and we welcome applications from individuals of all backgrounds, regardless of race, gender, sexual orientation, age, disability, or religion. We are committed to ensuring that our recruitment processes are fair, transparent, and inclusive and that all candidates are treated with the utmost respect and consideration.

The Community Engagement Officer role is an exciting opportunity to work in a dynamic and rewarding environment, where you will be supported and encouraged to develop your skills and expertise.

I hope that this recruitment pack provides you with all the information you need to make an informed decision about applying to join our team. If you have any questions or would like to find out more about the opportunities available at Focus Birmingham, please do not hesitate to get in touch with our People team.

Thank you for your interest in Focus Birmingham, we look forward to receiving your application.

Yours sincerely,

Cate Burke

CEO, Focus Birmingham



## 2. Why we exist



### **Our Mission**

**To make lives better by creating opportunities for people with care and support needs, so that they feel empowered to live life to the full, and unlock their potential**



### **Our Vision**

**We see a world where everyone, no matter their care and support needs, is able to live their life to the full and reach their potential.**

# 3. How we do what we do

## Our Values



**We are  
person centred**



**We work  
together**



**We are  
passionate and  
proud**



**We are  
optimistic**



**We  
communicate  
in meaningful  
ways**

# 4. Our values in action

Each of our values have a set of statements that describe what they look like in action.

## **We are Person Centred**

- We see things from the individual's perspective
- We respect differences
- We ask ourselves 'how would I feel in this situation?'
- We are kind and caring

## **We Work Together**

- We support one another to succeed
- We be the change we want to see
- We recognise each other's value and strengths and weaknesses
- We take ownership
- We learn from our successes and challenges

## **We are Passionate and Proud**

- We represent Focus with pride
- We believe in being the best for the people we support
- We love what we do
- We represent Focus with pride
- We believe in being the best for the people we support

## **We are Optimistic**

- We inspire hope and enable the possibility
- We see the positive in everything
- We see the person and not the disability
- We have a can-do attitude
- We look for creative solutions

## **We Communicate in Meaningful Ways**

- We keep it simple
- We advocate and provide a voice for the people we support
- We give time and are patient
- We actively listen
- We use total communication techniques to enable communication

# 5. What we do

We specialise in delivering care and support services for people with sight loss and complex needs in Birmingham.



**Sight Loss Support Services**



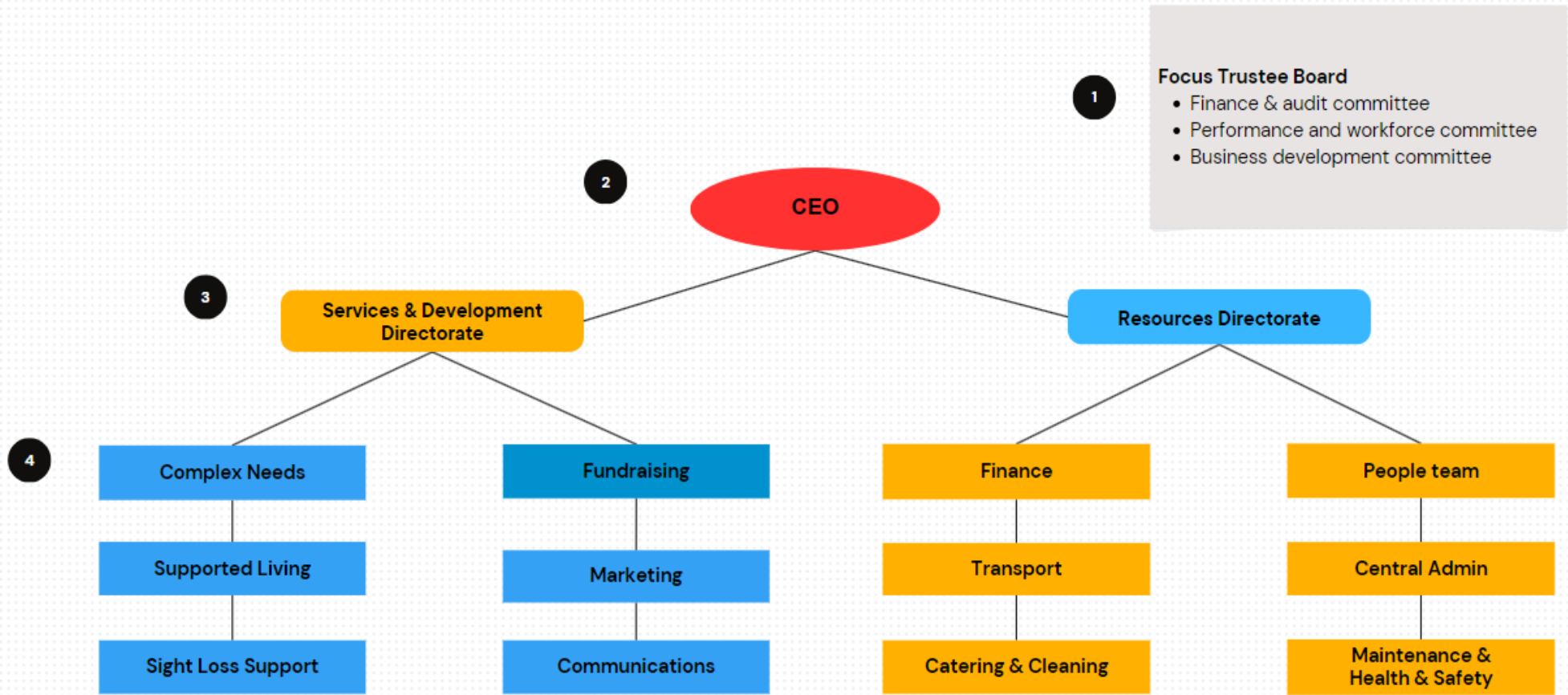
**Complex Needs Support Services**



**Supported Living Service**



# 6. Our Structure





# 7. Our Strategy 2023-2026

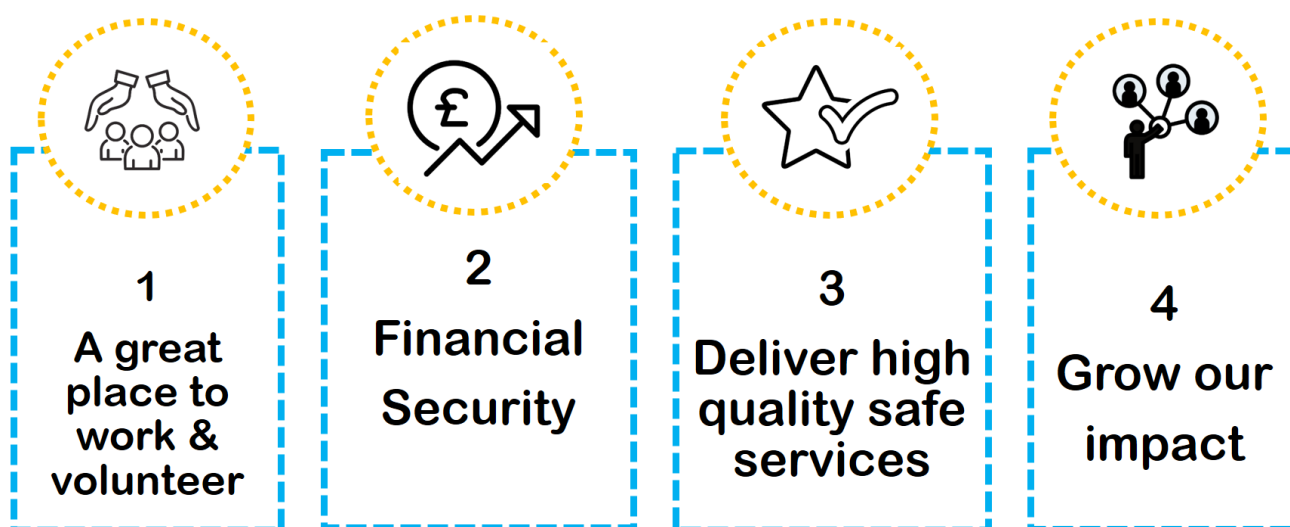
Our strategic plan is designed to guide the charity's initiatives and actions over the next three years, from 2023 to 2026.

By concentrating on four key strategic focus areas and aligning resources effectively, the strategy aims to enable Focus Birmingham to become a great place to work and volunteer, achieve financial security, enhance the quality of our person-centred services, and enable us to increase our impact by reaching more people and offering more support for everyone.

Through the collective efforts of staff, volunteers, donors, and stakeholders, Focus Birmingham is committed to making lives better.

## Strategic Focus Areas

Using the findings from our strategy building process we have developed a set of strategic focus areas that will enable us to achieve our mission of making lives better by creating opportunities for people with care and support needs, so that they feel empowered to live life to the full, and unlock their potential.



# **Strategic Focus Area 1: People**

## **A great place to work and volunteer**

### **Outcome**

We will create a culture where staff and volunteers love to come to work and feel safe around each other – safe expressing their feelings, asking for help, talking about problems and admitting to mistakes, and trust they will get the support they need to overcome them.

### **Goals**

- To develop and deliver a learning development strategy
- To develop and deliver a workforce strategy that reduces our vacancy rate and increases retention
- To develop a leadership culture that nurtures trust and focuses on supporting staff to be their best
- To improve our staff's well-being and reduce sickness rates
- To develop and implement a volunteer strategy

# **Strategic Focus Area 2: Security**

## **A financially secure charity**

### **Outcome**

We will become financially secure to enable us to sustain our current services and allow us to grow.

### **Goals**

- To build and maintain adequate reserves to enable us to sustain our services and invest to grow our impact
- To diversify our sources of income and reduce our dependency on the local authority funding
- To ensure all our services are based on clear financial frameworks based on full cost recovery models
- To increase our fundraising income to support service delivery and operating costs

- To ensure all future decisions are based on robust financial data and modeling

## **Strategic Focus Area 3: Quality**

### **Deliver safe high-quality person-centred services**

#### **Outcome**

We will build on our service's strong foundations and continue to improve their quality so that they are always high-quality person-centred services that are designed in collaboration with the people we support.

#### **Goals**

- To implement person-centred digital care planning software for our care-based services
- To implement a governance and quality framework that supports best practices and drives quality
- To ensure our infrastructure facilitates person centred care
- To embed co-production into service review and design

## **Strategic Focus Area 4: Impact**

### **Grow our impact**

#### **Outcome**

We will grow our impact by increasing the number of people we reach and offer more support for everyone.

#### **Goals**

- To increase the number of people we support within our current service offer
- To increase the geographical reach of our services
- To diversify our service offer
- To diversify the types of people we support

# Strategic Plan On A Page

## Mission

To make lives better by creating opportunities for people with care and support needs, so that they feel empowered to live life to the full, and unlock their potential.

## Vision

We see a world where everyone, no matter their care and support needs, is able to live their life to the full and reach their potential.

## Values

We are person-centred  
We work together  
We are passionate and proud  
We are optimistic  
We communicate in meaningful ways

## Strategic Focus Areas

### 1. People

We will create a culture where staff & volunteers love to come to work and feel safe around each other.

### 2. Security

We will become financially secure to enable us to sustain our current services and allow us to grow.

### 3. Quality

We will build on our service's strong foundations and continue to improve their quality so that they are always high-quality person-centred Services, that are designed in collaboration with the people we support.

### 4. Impact

We will grow our impact by increasing the number of people we reach and increasing the types of support we offer.

# 8. The opportunity

## The Role

### Key Responsibilities:

#### Project support

- Work with Marketing Officer to produce and disseminate accessible public health messages in all formats
- Support service managers in organizing various activities to fulfil contract obligations
- Conduct market research, mapping audiences and patient pathways identifying health inequalities across sight loss and complex disabilities including under-represented communities
- Update spreadsheets, databases and inventories with statistical, financial and non-financial information as required for the project commissioners
- Support marketing officer to compose and post online content for Focus Birmingham's website and social media accounts in line with project outputs
- Communicate directly with stakeholders and encourage trusting relationships

#### Engagement

- Stakeholder research to maximise engagement opportunities
- Prepare and deliver promotional presentations
- Meet stakeholders and attend engagement events
- Encourage other departments in the organisation to take part in engagement activity
- Assisting service managers with the work of producing and implementing public engagement exercises (public surveys, questionnaires, drop-in sessions, focus groups, workshops etc.)
- Assisting the work of putting in place arrangements to ensure that all groups within the community have the opportunity to access public health services and contribute towards the planning of local public health funded services

- To identify and support the development of community volunteering for this project
- Map sight loss and complex disability health inequalities to ensure all stakeholders and access points are identified and reached.

### **Supporting Volunteer led engagement projects around health inequalities**

- To ensure access and opportunities for volunteers to participate in relevant training for our project
  - To provide support and supervision to community volunteers working in the project, providing appropriate advice and guidance in accordance with good practice and local policy. Promote Focus Birmingham to external stakeholders establishing effective relationships with local charities, health and social care providers, neighbourhood network schemes, local authorities and NHS.
  - Adhere to all relevant Focus Birmingham policies and procedures, for example, Data Protection, Equal Opportunities, Confidentiality, Health & Safety, GDPR, Complaints, and Safeguarding Adults.
  - Ensure compliance with all audit, scrutiny and inspection requirements.

# 9. The Person

Key Criteria	Essential	Desirable
<p><b>Qualifications and training</b></p>	<p>Hold a minimum of 5 GCSEs (A-C) or an equivalent within Further education and training.</p>	
<p><b>Job Competencies</b> <b>(knowledge, skills, abilities, experience)</b></p>	<p>Positive and outgoing attitude with a confident approach to building and maintaining effective working relationships.</p> <p>Good communicator</p> <p>Effective project management skills</p> <p>Demonstrable ability to multi-task and adhere to deadlines</p> <p>Understanding of conducting market research and analysis</p> <p>Experience in the organizing of promotional events, including attendance and facilitation their success</p>	<p>Previous experience in a similar engagement role.</p> <p>Understanding of health inequalities</p> <p>Good knowledge of market research techniques</p> <p>Experience of coordinating, leading and supervising volunteers.</p> <p>Experience of involving, motivating and engaging with variety of people in a variety of settings</p> <p>Knowledge of support services provided by the third sector and other organisations in Birmingham.</p>

	<p>Experience in the preparation and delivery of promotional presentations</p> <p>Compose and post online content</p>	
<b>Core Competencies</b>	<p>Excellent communication skills</p> <p>Good IT skills including use of Microsoft office</p> <p>Good administration and organisational skills</p> <p>An ability to multi task and organise own workload</p> <p>Able to work accurately in a clear and precise way to meet strict deadlines</p> <p>Ability to work proactively as a member of a team, to work supportively and effectively with colleagues</p> <p>Takes a proactive approach to meeting the needs of all of our stakeholders</p>	



<b>Other requirements</b>	<p>A demonstrable commitment to the equality of opportunity and a positive approach to diversity</p> <p>Understanding of GDPR and Confidentiality</p> <p>Good understanding of safeguarding procedures with a commitment to promoting and safeguarding the welfare of our service users</p> <p>Flexibility to work outside of office hours when required</p>	
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# 10. How to apply

If this sounds like you and you want to be part of a team that is fun, passionate and dedicated to improving the lives of those we support then please **visit our website: [www.focusbirmingham.org.uk](http://www.focusbirmingham.org.uk) for more details, or apply via indeed or charity jobs now.**

If you have any access requirements or would like general support to apply for this role the please email: [hr@focusbirmingham.org.uk](mailto:hr@focusbirmingham.org.uk).

We are committed to equal opportunities and welcome applications from all sections of the community, irrespective of race, colour, age, gender, sexuality or disability.



**Thank you for  
considering joining our  
team and helping us  
make lives better.**

