

Job Description Strategic Lead – Families, Communities and Wellbeing

Responsible to:	Deputy Chief Executive
Leadership level:	Senior Leadership Team
Job purpose:	The Strategic Lead – Families, Communities and Wellbeing is CCP's senior subject matter expert for early help, family support, asset-based community development, community wellbeing and prevention and well-being. As a full member of the Senior Leadership Team, the postholder will provide strategic leadership, external influence and operational oversight across the portfolio, ensuring services are evidenced, high quality, sustainable and aligned with CCP's charitable mission. The role will strengthen CCP's reputation as a leading early help and community organisation; translate policy, research and lived experience into practice; build strategic partnerships; shape service models and tenders; and retain active involvement in mobilisation, quality, performance and commissioner relationships. The postholder will work closely with Operations and Business Development. Growth is an important outcome of strong expertise, influence and service quality, rather than the sole purpose of the role.
DBS requirement:	Enhanced Child and Adult Workforce with barred-list checks
Job Band:	H (SLT)
Version Number:	2.0

Strategic Leadership, Subject Matter Expertise C Influence

- Provide visible, expert and values-led leadership across CCP's Families, Communities and Wellbeing portfolio, ensuring its development remains central to CCP's mission and strategy.



- Act as CCP's senior subject matter expert in early help, family support, asset-based community development, community wellbeing and prevention.
- Maintain current knowledge of national and local policy, research, evidence and best practice, translating these into CCP strategy, service design, workforce development and delivery.
- Contribute fully to the Senior Leadership Team, organisational business planning and governance, bringing informed challenge and insight on families, communities, wellbeing and prevention.
- Develop and maintain a clear portfolio strategy that strengthens existing provision, improves impact and identifies sustainable opportunities for future development.
- Work in partnership with Business Development to shape opportunities, service models, partnerships, tenders and funding proposals, ensuring bids are grounded in credible practice and operational reality.
- Lead senior relationships with commissioners, local authorities, health and education partners, Family Hubs, funders, community organisations and voluntary-sector partners.
- Build CCP's profile and influence as a market leader in early help, family support, community development and wellbeing through thought leadership, networks, forums and strategic partnerships.
- Champion co-production, lived experience, strengths-based practice and asset-based community development, ensuring people and communities shape service design and improvement.
- Remain actively involved in the mobilisation of new services, protecting the integrity of the agreed service model and supporting workforce, partnership and commissioner readiness.
- Identify and promote innovation, digital development and evidence-led approaches that improve access, outcomes, efficiency and service-user experience.
- Lead community-based approaches that recognise and mobilise local assets, relationships, skills and networks to build resilience and sustainable change.
- Represent CCP at local, regional and national forums, steering groups and partnership boards, influencing policy and commissioning intentions wherever possible.



Strategic Portfolio Oversight C Operational Leadership

- Provide strategic and operational oversight of Families, Communities and Wellbeing services, working with managers to ensure high-quality, person-centred and financially sustainable delivery.
- Hold responsibility for the performance and development of the portfolio, intervening directly where services require improvement, mobilisation support or strengthened leadership.
- Ensure services meet contractual, funding and service-level obligations, maintaining senior commissioner relationships and escalating material risks to the Senior Leadership Team.
- Use robust performance, outcomes, impact and financial information to identify strengths, risks, learning and priorities for improvement.
- Develop coherent reporting and oversight arrangements that enable SLT, Trustees, commissioners and managers to understand portfolio performance and impact.
- Lead portfolio-wide service improvement, practice development, workforce learning and quality-assurance activity.
- Develop and embed impact frameworks that demonstrate outcomes, social value, prevention benefits and wider system savings.

Safeguarding, Health, Safety & Risk Management

- Provide strategic safeguarding leadership across the portfolio, working with CCP's safeguarding leads to ensure practice reflects legislation, statutory guidance and organisational policy.
- Ensure effective safeguarding, health, safety and risk-management arrangements are embedded in service design, mobilisation and delivery.
- Promote professional curiosity, reflective practice and confident escalation, ensuring staff and managers are supported to recognise and respond to risk.
- Contribute to reviews of serious incidents, safeguarding concerns and organisational risks, ensuring learning informs practice, service design and workforce development.
- Ensure managers maintain effective oversight of risk assessments, support plans, lone-working arrangements and service safety procedures.
- Provide assurance to SLT and Trustees on safeguarding, quality, performance and material risks within the portfolio.
- Support business continuity, contingency planning and organisational resilience across Families, Communities and Wellbeing services.



People Leadership C Workforce Development

- Line manage designated senior manager(s) and/or service leads within the portfolio, with responsibilities reviewed as the portfolio develops.
- Provide clear leadership, supervision, challenge and support to managers, ensuring accountability for quality, performance, staff wellbeing and continuous improvement.
- Develop a capable and sustainable management structure that can support existing services, mobilisation and future growth.
- Lead practice and workforce development in early help, family support, asset-based community development, community wellbeing and related disciplines.
- Promote a collaborative culture in which operational experience, professional expertise, lived experience and community knowledge are equally valued.
- Chair portfolio leadership, performance and development meetings, connecting strategic priorities with operational delivery.
- Support complex people-management processes where senior professional or portfolio leadership is required, working with People Services and operational managers.
- Foster reflective practice, learning, innovation and professional development across the portfolio.

Partnerships, Communities C Communication

- Develop and sustain strategic partnerships with commissioners, statutory agencies, schools, health partners, Family Hubs, funders, communities and voluntary-sector organisations.
- Create effective links between frontline delivery, Operations, Business Development, Communications, Social Value and the wider SLT.
- Act as a senior ambassador and credible professional voice for CCP, promoting its mission, expertise and impact.
- Ensure families, communities and people with lived experience influence strategy, commissioning conversations, service design, delivery and review.
- Build authentic relationships with communities and local networks, strengthening CCP's reputation, reach and ability to work in an asset-based way.
- Support internal communication and organisational learning so that staff understand emerging policy, good practice and portfolio priorities.



Quality, Evidence, Compliance C Learning

- Ensure accurate, secure and proportionate record-keeping that supports safe practice, accountability, learning and contractual compliance.
- Ensure services comply with relevant legislation, statutory guidance, quality standards, contracts and CCP policies.
- Lead and participate in audits, service reviews and quality-improvement activity, ensuring findings result in visible action and learning.
- Use performance, quality and compliance data alongside family voice, community insight and professional judgement to improve outcomes.

Finance, Resources C Sustainable Development

- Support sustainable income generation through strong service quality, commissioner confidence, partnership development, grants and commissioned opportunities.
- Ensure services evidence outcomes, social value and contractual delivery, strengthening both accountability and future funding cases.
- Contribute to organisational budget-setting, investment decisions and business planning.
- Work jointly with Business Development to assess, shape and pursue opportunities that fit CCP's mission, expertise, capacity and appetite for risk.

Professional Conduct, Development C Equality

- Uphold equality, diversity and inclusion in all aspects of leadership, decision-making and service delivery.
- Demonstrate CCP's SPIRIT values and promote a positive organisational culture through personal leadership and behaviour.
- Maintain and develop professional knowledge, keeping up to date with relevant legislation, policy developments, research and best practice.
- Take responsibility for personal learning and development and contribute to a culture of continuous improvement across the organisation.

Governance, Influence C Representation

- Act as CCP's senior strategic and professional representative for Families, Communities and Wellbeing.
- Contribute to policy formation, governance, risk management and organisational assurance.



- Represent CCP in external forums and networks, influencing policy, commissioning and practice.
- Maintain strong senior relationships with commissioners, funders and partners before, during and after mobilisation, providing continuity and credibility.
- Provide informed advice and assurance to Trustees, the Chief Executive and SLT on policy, practice, opportunities, performance and risks within the portfolio.

Additional Responsibilities

- Undertake any other reasonable duties consistent with the role's purpose and level of responsibility.
- The job description sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading for the post.

Job Description Agreed:

Postholder

Name		Date	
Signed			

Line Manager

Name		Date	
Signed			



Person Specification

Strategic Lead – Families, Communities and Wellbeing

Our People actively recognise and value the people around them.

Our People take ownership of their work, behaviour and standards.

Our People do the right thing, even when no one's watching.

Our People look back on experiences to grow and improve.

Our People always strive to get better, not settling for 'good enough'.

Our People bring their full, positive, accountable self into every situation.



Education, Qualifications & Training	Essential	Desirable
Educated to degree level or able to demonstrate equivalent senior leadership experience in a relevant professional field	X	
Relevant leadership or management qualification at Level 5 or above, or willingness to work towards		X
Evidence of continuing professional development and current sector learning	X	
Strong understanding of safeguarding, equality, health and safety, risk management and trauma-informed practice	X	
Relevant professional qualification in social work, community development, family support, youth work, education, public health, health and social care, or a closely related field		X
Postgraduate or Level 7 qualification in leadership, public services, community development, social care, public health or a related discipline		X
Accredited or specialist training in early help, family practice, asset-based community development, safeguarding, coaching, systemic practice or service improvement		X
Skills, Knowledge & Experience	Essential	Desirable
Significant senior experience within early help, family support, community development, wellbeing, public health, voluntary, community or statutory services	X	
Current and credible knowledge of early help, Family Help, whole-family practice, thresholds, safeguarding and multi-agency working	X	
Substantial experience of asset-based community development, strengths-based practice, co-production and community engagement	X	
Experience of leading services and managers, including operational performance, service improvement and workforce development	X	
Experience of providing strategic leadership and translating policy, research and evidence into service design and delivery	X	



Experience of building influential relationships with commissioners, statutory agencies, health, education, funders and community partners	x	
Experience of mobilisation and of maintaining strategic involvement as services move into operational delivery	x	
Experience of quality assurance, performance management, impact measurement and outcome improvement	x	
Experience of safeguarding leadership and promoting safe, curious and reflective practice	x	
Knowledge of community wellbeing, prevention, social prescribing, poverty, exclusion and the wider determinants affecting families and communities	x	
Ability to analyse complex information, policy and data and convert it into clear strategic and operational action	x	
Excellent communication, facilitation, presentation, negotiation and influencing skills	x	
Ability to act as a credible external subject matter expert and build effective strategic networks	x	
Experience of budget management and delivering financially sustainable services	x	
Experience of working alongside business development teams to shape tenders, grants, partnerships and commissioned opportunities	x	
Experience of leading organisational change, innovation and cross-departmental working	x	
Experience of measuring and communicating social value, prevention benefits, impact and system savings		x
Values, Behaviour G Approach	Essential	Desirable
Integrity, honesty, and commitment to helping others	x	
Ability to lead and inspire teams and influence organisational culture using situational leadership	x	
Able to manage stress and difficult dynamics and demonstrate emotional resilience	x	
High emotional intelligence: supporting others, giving constructive feedback, and handling difficult conversations effectively and sensitively	x	
Commitment to transparency, collaboration, and enabling the success of others	x	



Flexible, creative, and solution-focused approach to challenges	x	
Champion equality, diversity, and inclusion in line with organisational ethos, policies, and sector standards	x	
To champion reflective practice and continuous improvement, inspiring the same in others	x	
Other	Essential	Desirable
Full driving licence	x	
Own transport and willingness to insure for business use	x	
Right to work in the UK	x	

