

**JOB SPECIFICATION**  
(Post Ref: 131)

<b>Job Title:</b>	<b>West Yorkshire Carer Breaks Project Manager</b>
<b>Line Manager:</b>	<b>CEO, Carers Leeds</b>
<b>Salary Scale:</b>	<b>SCP25 £35,235 to SCP26 £36,124</b>
<b>Status:</b>	<b>Temporary contract (2 years)</b>
<b>Location:</b>	<b>Hybrid (office base is Carers Leeds office in Leeds)</b>
<b>Hours:</b>	<b>35 hours (but reduced hours/flexible working considered)</b>

**Purpose of the job:**

The West Yorkshire Carer Breaks project is a new initiative (based on an existing model called [Respitivity](#) in Scotland). The aim of the project is to source free, high-quality carer breaks from hospitality, tourism, culture and leisure businesses across the region. These breaks will be uploaded to a digital platform, where local carers organisations and other delivery partners can download them and match them to unpaid carers.

This role will be responsible (with support from the CEO of Carers Leeds and a consortium of the 6 local carers organisations across West Yorkshire) for the planning, set up and delivery of this project. They will also manage the West Yorkshire Carer Breaks Co-ordinator.

**Main responsibilities and duties:**

**Brand, digital platform, marketing and communications**

- Responsible for (working with sub-contractors, Let's Dance Agency) the design and develop a brand for the initiative, including a name
- Oversee the creation and maintenance of a digital platform (which will be built by Let's Dance) to which carer breaks will be uploaded
- Lead on the development and delivery of a marketing and communication plan to promote the project to key stakeholders (businesses, local carer organisations and delivery partners and unpaid carers)

**Engagement with hospitality, tourism, culture and leisure businesses**

- Collaborate with the West Yorkshire Carer Breaks Co-ordinator to source and manage carer break donations from hospitality, tourism, culture and leisure businesses across West Yorkshire
- Build and sustain positive ongoing relationships with businesses across West Yorkshire to promote the project and create a wide network of donors
- Represent the West Yorkshire Carer Breaks projects at business events and networks

**Supporting local carers organisations and delivery partners**

- Be an integral part of quarterly meetings of the consortium of 6 local carers organisations who will oversee the project
- Support the West Yorkshire Carer Breaks Co-ordinator to ensure that local carers organisations and delivery partners have what they need to participate fully in the West Yorkshire Carer Breaks project, including communications and practical assistance
- In collaboration with the West Yorkshire Carer Breaks Co-ordinator, recruit other delivery partners to be part of the project, as appropriate

### **Monitoring, evaluation and reporting**

- Responsible for routine monitoring and evaluation of the West Yorkshire Carer Breaks project, including feedback from carers who have accessed carer breaks
- Produce quarterly monitoring and evaluation reports for the funders and the consortium
- Ensure that any learning is used to develop and improve the West Yorkshire Carer Breaks project

### **Core Values & Behaviours:**

At Carers Leeds we are one team, working together to benefit carers. We have a shared set of values and behaviours which guide everything we do. **Values** are the things we believe are important at Carers Leeds. **Behaviours** are what we expect team members, trustees and volunteers to do, to enact our values. These values and behaviours apply to how staff, trustees and volunteers interact with each other and the way we work with carers and external partners.

Our values and behaviours are continually reinforced from induction through one to ones and team meetings.

- **Integrity** – we are honest, fair and speak up
- **Accountability** – we do what we say we will and take responsibility for our actions
- **Inclusion** – we value differences and take action to reduce exclusion
- **Respect** - we value and listen to each other
- **Excellence** - we continually improve through listening, learning and innovation
- **Kindness** - we are friendly, caring, and considerate
- **Empowerment** - we support, trust, and promote empowerment to make a difference

### **Respect for service user Confidentiality**

The jobholder should always respect service user confidentiality and not divulge information unless sanctioned by the requirements of the role

<<This post is subject to a satisfactory DBS check>>

## Person Specification

*Applicants for this role should use their application form to show that they meet all of the essential criteria outlined in the person specification for the position. If they fail to demonstrate this, or are unable to meet the criteria, it is unlikely they will be shortlisted for an interview for this post.*

	<b>Knowledge and Understanding</b>	<b>Essential/ Desirable</b>	<b>How identified Application / Interview</b>
1	Understanding of two or more of the following sectors: private, statutory and voluntary	E	A
2	Knowledge of digital marketing and communications	E	A
3	Understanding of issues related to unpaid caring	E	A/I
4	Knowledge and understanding of the hospitality, tourism, culture or leisure sectors	D	A
5	Experience of line management	D	A
	<b>Skills and Competency</b>		
6	Proven track record of planning, setting up and managing projects	E	A/I
7	Ability to work across different external stakeholder groups and sectors to create successful working relationships	E	A/I
8	Strong entrepreneurial skills and initiative, able to identify new opportunities	E	A/I
9	Excellent verbal and written communication skills	E	A/I
10	Digital competence including social media, marketing and communications, web content management and Microsoft packages	E	A/I
11	Experience of collecting and reporting on, monitoring and evaluation data	E	A/I
	<b>Behaviour and Personal Attributes</b>		
12	Demonstrate the behaviours which align to the values of Carers Leeds	E	A/I
13	Strong interpersonal skills, good at engaging and influencing others	E	A/I
14	Problem solver, who is solution focused	E	A/I

*If you have any questions regarding the role then please contact Claire Turner (Recruiting Manager)*