



Candidate pack  
**DEPUTY DIRECTOR,  
ADULT SOCIAL  
CARE OPERATIONS**  
of Oldham Council



**Oldham**  
Council



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## Welcome from the Leader of the Council Cllr Arooj Shah

### Leading this borough is personal to me.

Oldham is and always will be my home and my life. That's why I'm committed to ensuring that the services our residents rely on must be the best, because my family and I experience them every day.

Oldham Council is on a transformative path to become more resident-focused and ready for the future. Our children's services are the fastest improving in the country and are now graded "Good" by Ofsted. We have a new corporate plan with three missions to build a better Oldham: Happier Healthier Lives, Great Place to Live and Green and Growing. This plan won't just sit on the shelf - we'll make sure it acts as our roadmap to a better future.

Our relationships with government and the Greater Manchester Combined Authority mean we can be bold and ambitious for our borough and our residents. For too long Councils have been forced to salami slice budgets year-on-year to meet growing demand for services, but we are committed to making sure Oldham is not left behind.

Oldham is a wonderful place.

We're right in the middle of the most ambitious town centre regeneration where We've entered into a 15-year partnership with award-winning placemakers MUSE to deliver a brand new neighbourhood with 2,000 homes and a six-acre park running through the town centre.

All this work is because we know that our residents deserve better. We're committed to investing in our people and places to create jobs and opportunities and drive forward our vision for a fairer local economy.

Under the fantastic leadership of our Chief Executive, Shelley Kipling, we are now looking for several senior leaders to join our management team to help us shape the future of the borough.

**Thank you for your interest in this crucial role.**





# About Oldham

On the edge of stunning Pennine landscapes, yet only a short tram journey from Manchester city centre, Oldham is a fantastic place to live, work and enjoy.

Ours is a borough of contrasts. A quarter of Oldham lies within the spectacular Peak District National Park, with picturesque Saddleworth villages offering the best of rural life. Meanwhile, our town centre's dramatic transformation will create new homes, new shops, new jobs, new culture and a new sense of optimism and hope in what is Greater Manchester's most ambitious town centre transformation programme.

The Industrial Revolution saw Oldham transform from a small Pennine settlement into one of the leading industrial bases in the country, and that strong manufacturing heritage continues to this day – though industries such as engineering and food production have taken over where the cotton trade once thrived.

We're proud to have one of the most diverse populations in the country, with around 150 different languages spoken by our community. Our growing Pakistani and Bangladeshi communities make up more than a fifth of our residents, while our fastest-growing demographic is in the 'white other' category, a group primarily made up of those of Polish and Romanian heritage. This is a place where people from all cultures play, learn and work together.

We know our borough is not without its challenges, but we're working hard to overcome them. Unemployment levels are high, and deprivation and inequality has increased. That's why we have a vision and a plan for our people and our place that matches the ambition we have for Oldham. Now we need to secure several transformational leaders across the organisation to help shape Oldham into a fairer and more equitable place for all our people. Together, we will continue to shape Oldham into a fairer and more equitable place for all our people. Oldham's time is now - **we'd love you to join us.**





# Living and working in Oldham

Oldham offers a mixture of urban and rural life unlike almost anywhere else in the UK.

Perfectly positioned on the edge of Manchester, with easy access to Manchester city centre and surrounding attractions, we're also just a short journey from fantastic walking, climbing and biking opportunities in the Peak District national park, as well as popular tourist hotspots on both sides of the Pennines.

Our borough is teeming with affordable properties, excellent schools (80% are rated Good or Outstanding by Ofsted) and super-connected transport links.

Direct road links from the M60 and M62 make driving to work an easy option for many. However, public transport links are also fast and easy; with a direct Metrolink line into Manchester city centre, and bus routes across Greater Manchester and beyond. Meanwhile, Manchester Airport is easily accessible for international travel.

Oldham's Town Centre Investment Plan and wider regeneration plans are turning our vision of Creating a Better Place into a reality with a new shopping, leisure and entertainment complex.

Spindles redevelopment – the town square shopping centre is being redeveloped to create modern, vibrant workspaces and civic offices, as well as bringing our historic Tommyfield Market into the building in a new purpose-built area. This redevelopment will transform the town centre and complement the recent developments in Parliament Square which is home to the ODEON Cinema and several popular places to eat and drink.



# Why work for us?

It's an exciting time to join us here in Oldham as we build a fairer, more inclusive borough that works for everyone.

We've got an ambitious strategy which will create new jobs, new homes, and top-quality new public spaces for all our communities to enjoy. At the centre of those proposals is our new-look town centre. We've recently moved our Civic Centre teams into brand new offices in the Spindles shopping centre – freeing the space up for development and brand new homes. We have also, together with social enterprise Upturn opened The Hive, a coworking space to support new business in Oldham - creating opportunities for economic growth and innovation.

But while we've got big plans to continue building on our achievements, we're dedicated to delivering the very best public services Oldhamers need and deserve. That means getting the basics right – cleaning the streets, collecting waste and looking after our environment – while also ensuring that people get all the help and support they need, particularly the most vulnerable.

By working in partnership with our communities, listening to what they have to say, and taking action, we will keep improving our services to be the very best they can be. We're committed to reducing inequalities, tackling poverty, and ensuring everyone can fulfil their potential – whichever of our wards they're born in.

We also know we won't succeed in isolation. We work closely with the other nine local authorities in Greater Manchester as part of the Greater Manchester Combined Authority, driving forward joint ambitions for health, wellbeing, work and jobs, housing, transport, skills, training and economic growth for almost three million residents across our region.



# Our priorities, values and behaviours.

## Our four pillars of change

These pillars represent our four main focus areas to deliver the plan. They will be essential for us to transform words on a page into a reality which will bring about real change for Oldhamers, and ensure that Oldham is an exemplar for local government - despite the financial challenges.

### Efficiency and value for money

We're committed to making the best use of our resources throughout the Council.

### Capacity building

We will build strong infrastructure to meet our needs now and in the future.

### Digital

We will use digital tools to improve services and make our organisation more efficient.

### Prevention & early help

We will actively work to reduce the need for our services by focusing on prevention and early support.

## Our priorities

The corporate plan shows how we'll build a future where Oldham is recognised for its ambition, inclusiveness, and strength by focusing on three key missions:

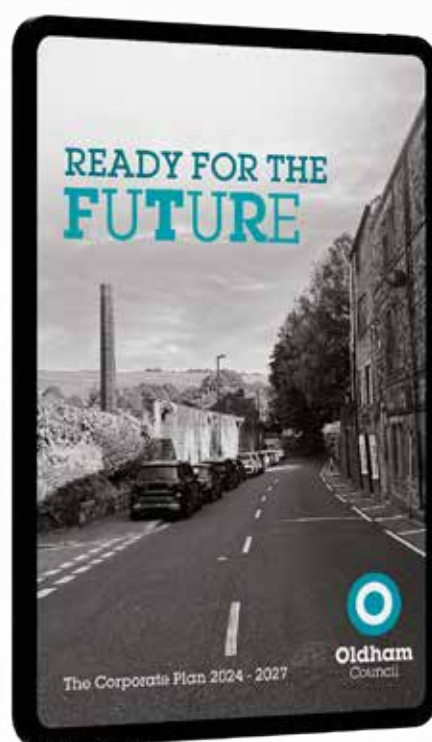
**Healthier Happier Lives**

**Great Place to Live**

**Green and Growing**

By fostering innovation, investing in people, and supporting our communities, we'll ensure Oldham remains a place where everyone can thrive. With strong leadership, commitment to our values, and ongoing improvement, we're ready to adapt to the changes in local government.

↓ [DOWNLOAD HERE](#)





# Our values and behaviours

In an ever-changing environment, where strategies must remain flexible and responsive, our cooperative ambition drives us forward, guided by a core set of values and behaviours. These principles form the foundation of Oldham Council's approach, ensuring that we stay true to our core purpose and direction.



### Proud

We take pride not only in what we deliver for the residents of Oldham but also in how we deliver it.



### Ambitious

We recognise the challenges we face and are committed to setting high aspirations to overcome them, with determination and focus.



### Together

We believe in shared solutions, working across sectors and with our communities to achieve common goals and deliver the quality services Oldham deserves.

Our values – Proud, Ambitious, Together – define who we are and how we operate. They shape our culture, inform our decisions, and inspire us to deliver on our commitments to the people of Oldham. They are the standards we hold ourselves to, day in and day out. Alongside these values, a set of key behaviours guides how we work, ensuring consistency and focus across all areas of the Council.



Working together to achieve the best for our people and place, we demonstrate these five key behaviours at all times.

- 1 Working with a resident focus
- 2 Supporting local leaders
- 3 Committed to the borough – we're very proud to work for Oldham and we want you to be too
- 4 Taking ownership and driving change – we need to anticipate the needs of residents, look for improvements in the way we support them and think about how we could do so more effectively.
- 5 Delivering high performance – we set clear targets and look to be efficient in everything we do. We want team members to challenge, look to improve existing ways of working and take responsibility for their personal development.





# Our next Deputy Director, Adult Social Care Operations

Salary (£93,202 – £104,337)

You will lead our adult social care operations and transformation, embedding a strengths-based approach focused on prevention, personalisation, and collaboration with partners.

The Deputy Director, Adult Social Care Operations will lead a portfolio of adult social care services, delivering personalised care and driving transformation aligned with the ASC vision, strategy, and operating model. Working closely with internal and external partners, the role ensures services are efficient, effective, and focused on prevention, early intervention, and resident-centred care using a strengths-based approach.

Supporting the Director of Adult Social Care (DASS), the role prioritises adult safeguarding, oversees policies and procedures, and ensures effective performance management. You will also provide expert advice to the DASS, Cabinet members, Scrutiny Committee, Health and Well-Being Board, and other key stakeholders.

## Benefits and rewards

- A variety of flexible working options
- Access to the workforce wellbeing offer to support mental health, physical health and lifestyle behaviours
- Staff discount scheme
- Salary sacrifice schemes including Cycle to Work
- Reward and Recognition schemes including the Annual Staff Awards and Long Service Awards
- A variety of learning and development opportunities to help you develop in your current or future roles
- Opportunity to take volunteering days to support voluntary, community and charitable groups in Oldham



## Summary of Duties

- ✓ **To improve and quality assure professional standards** including safeguarding processes and practice, deprivation of liberty safeguards and mental capacity.
- ✓ **To be responsible for safeguarding adults** at risk together with the provision of complex social work interventions across all service user groups.
- ✓ **To create an operational environment in which the Principal Social Worker (PSW) can operate** effectively challenging service quality and practice and seeking continuous improvement so that the professional capabilities framework can be met across the division.
- ✓ **To lead the development of operational social care services** and social work practice to support continuous improvement and ensure that adults are at the centre of both planning and delivery of service provision.
- ✓ **To support the Oldham Assessment Review Contact Centre (ARCC)** in early intervention and prevention service that provide timely support particularly for those in need of support and social care.
- ✓ **To be responsible for ensuring that the work of the service complies** with all relevant legislation and statutory guidance including, but not limited to the Care Act 2014, the Mental Health Act 1983 (as amended in 2007), the Mental Capacity Act 2005.
- ✓ **To ensure the provision of high-quality adult mental health social care** services and assure professional standards are fully maintained.
- ✓ **The post holder will work closely with the Deputy Director of Children's Social Care** to deliver a seamless transition to adult social care services for disabled young people from the age of 18.
- ✓ **To ensure that the requirements of legislation and relevant statutory obligations** and guidance affecting adult social care are identified and implemented, including appropriate staff training.
- ✓ **To operate within the governance**, financial and legal frameworks of the council at all times.
- ✓ **Ensure equalities is embedded into all aspects of professional and managerial roles** in the division and the services delivered and always carry out the duties of this post with due regard to the council's policy.
- ✓ **To contribute to the implementation of strategic changes driven by national Government**, the council and /or key partners to enable responsive, effective and efficient adult social care operational services.
- ✓ **To work with a range of partners at a strategic level** contributing to the effectiveness of the Health and Wellbeing Board, the Local Safeguarding Adults Board and any other relevant bodies.
- ✓ **Provide strategic leadership and operational direction of the Adult Social Care (ASC) service** to ensure effective delivery of provision, using an understanding of the changing demographic profile of adults and how to manage increasingly complex demand within an extremely challenging financial environment.
- ✓ **Engage with and develop effective partnerships within the local health and social care economy** to maximise opportunities to enable adults to live independently and exercise choice and control over their lives.
- ✓ **To support the statutory Director of Adult Social Care (DASS)** in the transformation of Adult Social Care as part of the wider integration of local services, ensuring that the service delivers high quality provision and positive outcomes for people in Oldham.



## Standard Operational Duties

- ✓ **The post holder will be responsible for sharing with the Assistant Director of Commissioning** market position priorities to ensure a comprehensive range of quality, equitable, evidence-based services are commissioned within available resources.
- ✓ **To be a member of the Senior Management Team** and take lead responsibility for a significant number of operational, strategic and policy areas as agreed.
- ✓ **To be the budget holder responsible for authorising spend** and accountable for managing an Adult Social Care budget in line with Government and Oldham Council financial regulations and developing strategies to meet the medium-term plan.
- ✓ **Be accountable for the leadership and coordination of both quantitative and qualitative analysis** of impact and improvement including coordinating the production, implementation, monitoring, and evaluation of all relevant KPIs, strategies and plans.
- ✓ **To be responsible for the service plans**, regularly evaluating progress and taking appropriate actions.
- ✓ **To keep services under review and to propose changes to structures, procedures and working methods** that will improve the efficient use of resources and the effectiveness of service delivery to communities.
- ✓ **Role model values and behaviours**, demonstrating commitment to the borough, working with a resident focus and driving behavioural change in others.
- ✓ **To work with key partners** to define and agree health, therapeutic, social care, and broader needs across the borough, ensuring they inform service delivery.
- ✓ **To establish/promote a culture of continuous improvement and learning** by contributing to the development of values and behaviours for Oldham Cares.
- ✓ **Undertake any additional duties** commensurate with the level of the post.
- ✓ **To uphold and implement all policies and procedures** of the organisation.
- ✓ **To ensure that robust governance arrangements** are in place to support the delivery of high quality, safe and effective services in accordance with the registered professional body of Social Work England.
- ✓ **To take responsibility for ensuring that both the Greater Manchester Health and Social Care Partnership (GM HSCP) and national health and social care agenda** is understood and translated at a local level.
- ✓ **To ensure teams practice in accordance with statutory requirements and legislative frameworks** relevant to adult social care, ensuring Oldham Multi Agency Safeguarding Procedures are at the core of service operations.
- ✓ **To represent the service at senior decision-making forums** as required by the DASS.
- ✓ **To ensure that the council has clear partnership arrangements in place** for mental health, physical disability, older people and learning disability autism services, including the provision and the operation of the Approved Mental Health Professional Service.
- ✓ **Work closely with the Strategic Commissioning function** to ensure the development of services meets the assessed needs of the population and use market oversight and analytics for market shaping.
- ✓ **Experience of challenging and influencing** senior management/politicians and key stakeholders both inside and outside the organisation.







## Knowledge

Possess significant experience of strategic and operational management in a social care setting.

Have an in-depth knowledge and understanding of the statutory requirement appropriate to an adult service user group.

## Strategic, Performance and Operational

To provide and develop a working environment and culture of trust, openness and effective team working which fosters high morale, commitment and optimum performance among all staff and promotes their well-being, professional and personal development in line with service needs.

Responsible for the performance management of services, and contribute towards the performance management agenda in accordance with contract and legislative standards

Responsible for ensuring robust systems and processes are in place and governance frameworks configured to ensure corporate and professional governance processes are adhered to and all services are shown to be equitable.

Contribute to ensuring business continuity is maintained as far as practicable during major incidents, emergencies, or other unusual situations.

To work with commissioning colleagues to develop strategies, specifications and services that are jointly developed and monitored.

## Service Improvement and Business Development

Develop an innovative and forward-thinking service that recognises the significance of integrated working within a competitive environment and identifies opportunities for future growth.

To ensure that the locality generates the required level of income and maximises the opportunity for income generation and financial efficiency.

To build relationships with key partners including Local Trusts, contractors, CCGs, local authority and partners in local government and industry (where appropriate).

## Corporate Responsibilities

To ensure an out of hours service is operational across seven days and to partake in an on-call rota.

## Management and Leadership

Provide visible leadership, creating a culture where individuals understand their roles and responsibilities and people are empowered to be effective in their role.

Establish and maintain a senior management presence liaise with colleagues across Oldham Cares and external stakeholders (including other local health and social care providers) to ensure that activities are appropriately co-ordinated and integrated.

Manage the interface between activity within the Acute Trusts and the services supporting step down and step up from community environments.

Establish systems and processes that assure verification of professional registration.



# Selection criteria

## Education and Qualifications

Professional Qualification in Social Work (degree level).  
Current registration with Social Work England.

## Knowledge

Knowledge of key Social Care National Policy drivers and agendas, relevant legislation and broader influences related to the role.

A detailed understanding of the legislative framework and AF / I / AC statutory requirements for social care providers and Local Authority requirements.

A clear understanding and knowledge of the workings of local government its legal, financial, social, and political context, political processes and the current issues faced in a multi-cultural area.

Knowledge of project management techniques and their application in a business context.

## Skills and Abilities

Developed presentation, communication, and interpersonal skills with the ability to apply persuading and influencing skills to bring about behavioural change.

Able to be innovative, creative and think through issues and problems not dealt with before to a conclusion.

Ability to analyse complex problems, and able to develop business models to investigate several options/ solutions and their viability, evaluating risk against a shifting background.

Ability to translate and interpret data from complex data reports and to use the learning to positively influence service delivery.

## Experience relevant to the role

A proven track record of successful strategic and operational leadership within Adult Social Care settings.

A proven track record of leading, motivating and managing multi-disciplinary teams, including the establishment of a positive performance culture that has delivered effective performance, continuous service improvement and culture change.

Evidence of successful resource and financial management, including evidence of the resolution of conflicting priorities, formulating budgets, and applying rigorous monitoring and control procedures.

A proven record of success in communicating and engaging with a wide range of internal and external bodies such as CQC, building partnerships and productive working AF / I / AC relationships and positively promoting organisational reputation and interests.

Experience of managing and successfully delivering several projects simultaneously.

Experience of using both qualitative and quantitative data to make informed decisions on resource allocation and service delivery.

Experience of leading multi[1]agency safeguarding investigations in line with statutory requirements.

## How to apply

To apply, simply visit our job site and submit your application.

 [VISIT OUR JOB SITE](#)

## Your CV should include:

- ☒ Full contact details
- ☒ Names, positions, organisations and contact details for two referees (*we will ask your permission before contacting referees*)
- ☒ Details of your notice period

**Closing date:**  
**10am Mon 16 June 2025**





**"I can't promise you  
it will be easy, but  
I can promise you  
it will be incredibly  
rewarding."**

Cllr. Arooj Shah, Leader of Oldham Council