

# Head of Adults



## Recruitment Pack



[www.gwynedd.llyw.cymru/PenodiPennaethAdranOedolion](http://www.gwynedd.llyw.cymru/PenodiPennaethAdranOedolion)

# Contents

Welcome	3
Job Advert	5
Overview of the County	6
Our work here in Cyngor Gwynedd	7
Ffordd Gwynedd	9
The Cabinet	10
Corporate Management Team	11
Job Description	12
General Terms and Conditions of Employment	20
Key dates in the process	22
How to apply?	23





# Welcome



Dear Candidate,

Position: Head of Adults Department.

Thank you for showing an interest in applying for this key position.

Gwynedd is famous for its natural beauty, but the County is unique and diverse and our ambition as a local authority is to see our communities and people flourish. This position is key to helping the representatives of our communities in realising that ambition. With that in mind, we are extremely pleased that you are considering joining us as we work towards realising our vision.

By working with the community and wider stakeholders the successful candidate will address the challenges identified in the report for older people's services, Llechen Lân, and with disability and mental health services, to ensure that everyone has the best chance of living their best life, regardless of background or needs. Following the receipt of a positive report on the department's work by Care Inspectorate Wales this year, we are looking for a strong and creative leader with extensive experience in service transformation, and who is keen to build on the existing solid foundations.

We are progressive in our use of the Welsh language and have built a reputation as an employer leading in the field. You will be an ambassador for the language locally and nationally, continuing to build on the foundations already in place.

We therefore want to appoint an individual who is a creative and innovative leader, who understands the unique situation of Gwynedd as a County and who wants to be able to work together with our elected members, the leadership team, our staff as well as the key stakeholders to continue on the journey of turning our ambition into reality. Our way of working, which is Ffordd Gwynedd, is very important to us and we need a leader who will continue to develop and embed that concept.

Despite the current challenging financial situation, Gwynedd Council is on the threshold of an extremely exciting period in our history with a wide variety of new challenges facing our communities. This position is a real opportunity for talented individuals to be a part of a Council that works innovatively, for the benefit of our people in the County.



All the details of the job together with other background details can be found in the document that follows. Further details about our work as a Council can be found on our website [www.gwynedd.llyw.cymru/PenodiPennaethAdranOedolion](http://www.gwynedd.llyw.cymru/PenodiPennaethAdranOedolion).

In the meantime, if you would like to have an informal chat on any aspect of the job you are welcome to contact Dylan Owen, Corporate Director for Social Services on 01286 679387.

We look forward to receiving your application.

Yours sincerely

**Dafydd Gibbard**

Cyngor Gwynedd Chief Executive





# Job Advert

## Head of Adults

**Salary: £81,860 - £90,274**

- **Are you a creative and innovative leader, with strong communication and interpersonal skills?**
- **Are you eager to be part of a team of officers and elected members who give their best to the residents of our communities?**

**We are looking to recruit a Head of Adults Department who will play a key role in leading and realising the Council's vision for the County's Social Services for Adults.**

The Council is a unique and distinctive organisation, with a workforce and Elected Members who are enthusiastic and committed to delivering the best for the people of the County. The Council is regarded as one of the best performing local authorities in Wales and one of the challenges for the future will be to continue to innovate and provide quality services to the residents of Gwynedd.

We want to appoint an individual who will be able to work closely with the Chief Executive and the Corporate Leadership Team, the Council's political leaders and external partners in order to translate our aspirations for the people of Gwynedd into firm action.

We are looking for a creative and innovative leader with strong communication and interpersonal skills, who has the ability to lead Council staff to turn the vision into a reality. It is an exciting challenge, and we want to hear from talented individuals who are keen to make a difference to the lives of the people of the County.

We are innovative in our use of the Welsh language, and have established ourselves as a leading employer in the field, operating internally through the medium of Welsh and offering all our services bilingually. The ability to communicate through the medium of Welsh to a high standard is essential for this role, and therefore the applicant must be able to achieve the linguistic level noted in the application pack.

Candidates should have broad experiences within a large and complex organisation, and will be able to demonstrate examples of achievement, change management and performance improvement. If you are ready for this challenge and want to work with the Council's leadership to innovate and make a difference, then we would welcome your application.

**Closing Date: 10 am on the 31st of March 2025**

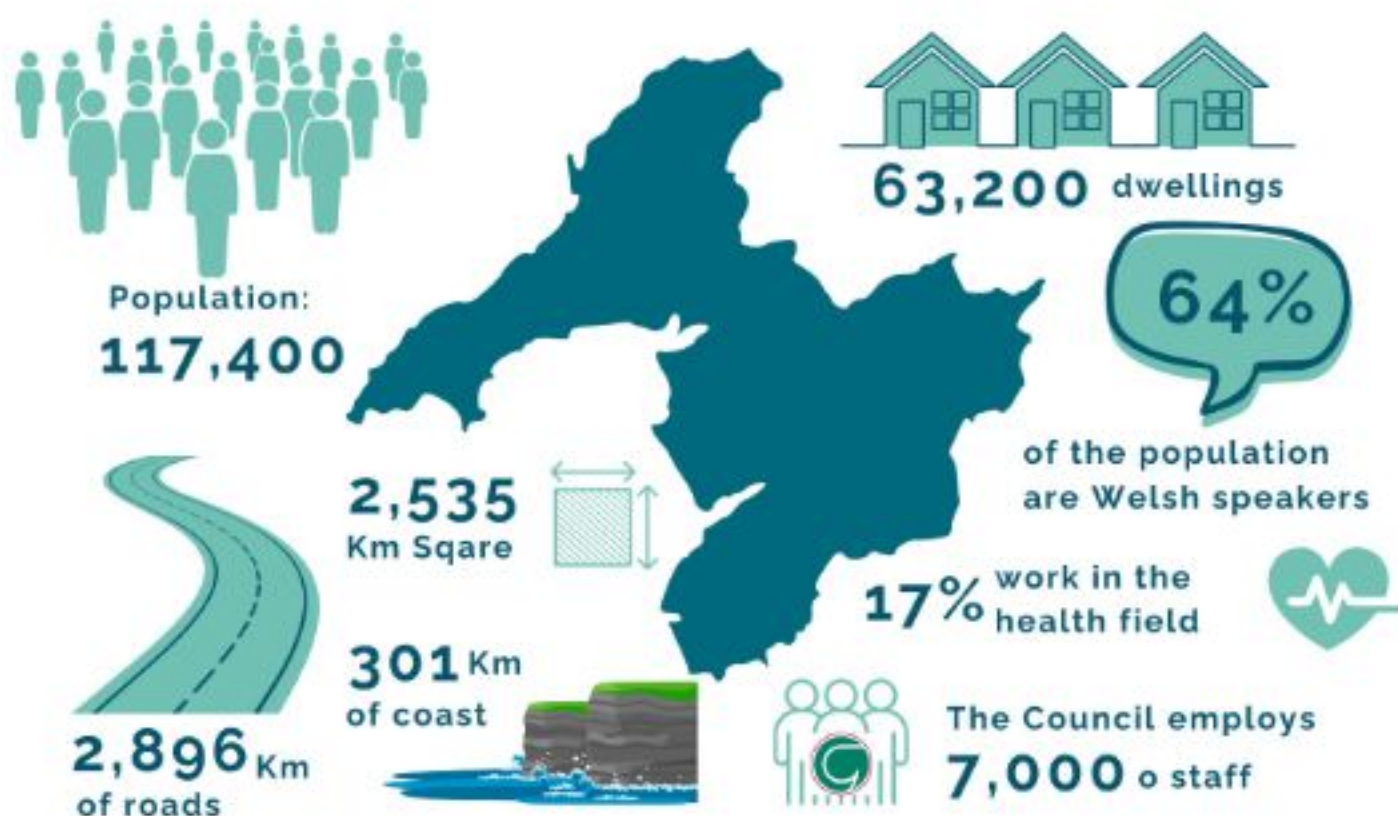
For further information go to [www.gwynedd.llyw.cymru/PenodiPennaethAdranOedolion](http://www.gwynedd.llyw.cymru/PenodiPennaethAdranOedolion) or for an informal chat concerning the post, please contact Dylan Owen, Corporate Director of Social Services on 01286 679 387.

# Overview of the County

The residents of Gwynedd are amongst the happiest in Wales. This is no surprise, given that the vast majority of the county is within areas of exceptional beauty, including Snowdonia National Park. With a clean and leisurely environment, the mountains and coast of Gwynedd are an ideal haven to revitalise the soul.

Our communities are amongst the safest in the country, and our natural bilingualism enriches the local culture in all aspects of life. It is an excellent place to raise the next generation, and the schools and further education colleges in the county offer education and training second to none.

## GWYNEDD 2025 FACTSHEET



\* Gwynedd Research and Information Service



# Our work here in Cyngor Gwynedd

## Cyngor Gwynedd's Plan 2023-28

The purpose of this Plan is to set the Council's vision and priorities for the period between April 2023 and the end of March 2028 and to show why we will be focusing our energy and resources in certain areas. The plan can be viewed by clicking on the link [The Council's Plan 2023-28](#)

The plan includes a series of projects for the next five years under seven priority fields:

01.

### **TOMORROW'S GWYNEDD**

Giving our children and young people the best possible start in life

02.

### **A PROSPEROUS GWYNEDD**

Strengthening the economy and supporting the people of Gwynedd to earn a decent salary

03.

### **A HOMELY GWYNEDD**

Supporting the people of Gwynedd to live in suitable and affordable homes in their communities

04.

### **A CARING GWYNEDD**

Supporting the residents of Gwynedd to live full and safe lives in our communities

05.

### **A WELSH GWYNEDD**

Ensuring that we give our residents every possible opportunity to use the Welsh language in the community

06.

### **A GREEN GWYNEDD**

Protecting the county's natural beauty, and responding positively to the climate change crisis

07.

### **AN EFFICIENT GWYNEDD**

Putting the residents of Gwynedd first and treating them fairly and ensuring that the Council performs effectively and efficiently

## Social Services

We believe that social services' role is to enable people to live their best life in their community where this is possible. To achieve that goal we work with our partners in the community, the third sector, the health service, police and others to promote wellbeing and enable individuals to make informed decisions about potential solutions to their own situations. We take pride in our diligent workforce and we promote our professional evidence and strengths based practice.

We will do everything we can to enable people to live in their communities and that means that the services that our workforce can use need considerable change. For example, developing suitable accommodation, such as extra care housing, across the county requires careful planning, and much more appropriate use of technology and direct payments to enable independent living.

With over half the care (residential and home care) provided either in-house or with the not-for-profit sector, work is also underway to modernise our services and to ensure we make the best use of available resources.

While there are many challenges in Gwynedd for Social Services, considered in detail in the recent [Llechen Lân report](#), we are pleased that [Care Inspectorate Wales visited towards the end of 2024](#) and found generally safe and good services, while also identifying the same areas for improvement as noted by the service.

### A Vision of Health and Care for the Future









Ffordd Gwynedd is the name given to the "way of working" that we have adopted in order to place the people of Gwynedd at the centre of everything we do.

It is neither a process nor a theory, rather a collection of working arrangements, behaviours and culture which, together, allow us to be confident that we always consider the service from the perspective of the user.

**Detailed information about this concept can be found in the attachments with this recruitment pack.**

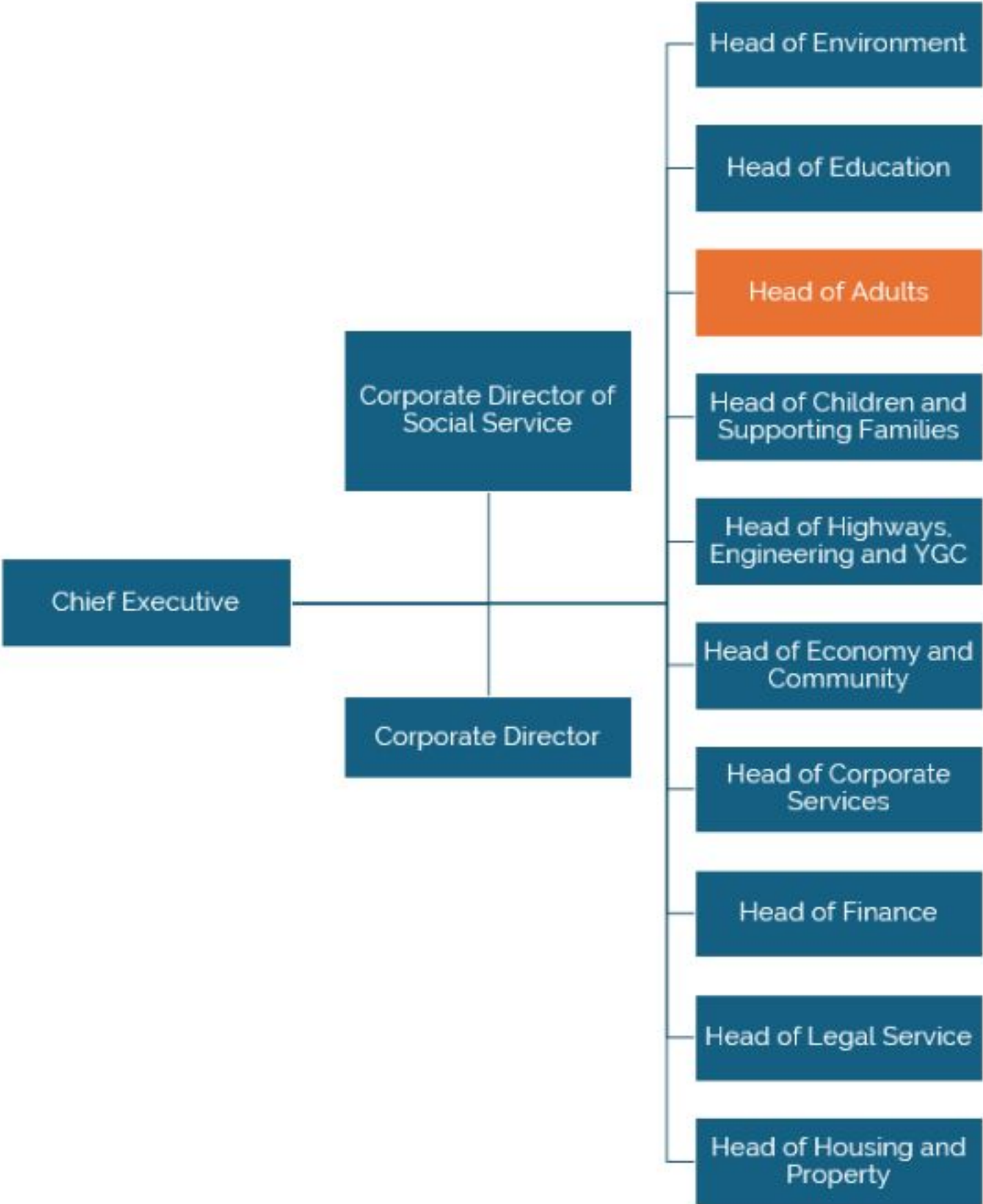
## The Cabinet

The Cabinet consists of 10 Councillors and is chaired by the Council Leader. Each Member has a specific portfolio of responsibilities for areas within the Council's services.

Post Holder	Field	Post Holder	Field
	<b>The Council's Leader</b>		<b>The Council's Deputy Cabinet Member for Children and Supporting Families</b>
Cllr. Nia Jeffreys		Cllr. Menna Trenholme	
	<b>Cabinet Member for Adults</b>		<b>Cabinet Member for Environment</b>
Cllr. Dilwyn Morgan		Cllr. Craig ab Iago	
	<b>Cabinet Member for Corporate Services and Legal</b>		<b>Cabinet Member for Education</b>
Cllr. Llio Elenid Owen		Cllr. Dewi Jones	
	<b>Cabinet Member for Housing and Property</b>		<b>Cabinet Member for Finance and IT</b>
Cllr. Paul Rowlinson		Cllr. Huw Wyn Jones	
	<b>Cabinet Member for Economy and Community</b>		<b>Cabinet Member for Highways, Engineering and Ymgynghoriaeth Gwynedd Consultancy</b>
Cllr. Medwyn Hughes		Cllr. June Jones	



# Corporate Management Team\*



\*Structure reflecting the current situation at the time of publication of this document.

# Job Description

**Job title:** Head of Adults Department

**Salary:** Chief Officer Scale – £ £81,860 - £90,274

**Accountable to:** Director of Social Services and Chief Executive

## **Purpose of Post:**

- Ethically lead the Adults Department of Cyngor Gwynedd Social Services, promote a culture of high performance and learning, inspire and encourage innovation and change and ensure that the people of Gwynedd are central to everything we do;
- Transform the Adults Department of Cyngor Gwynedd Social Services, to enable the provision of an individual-central support, which promotes individuals to live their best life;
- Transform the Adults Department services to adopt and take ownership of strength-based services, restorative services, preventative services, direct payments, technology and robotics and suitable accommodation;
- Plan, create and implement long-term commissioning strategies to ensure the viability of the work of the Adults Department;
- Lead departmental and corporate projects, and draw up the Council's policies. Ensure that these are converted into plans and programmes which are reviewed and updated to reflect changing needs and priorities;
- Lead, mentor and support a diverse team of professionals to provide effective and efficient services;
- Ensure that the service is effective, efficient, and operates within the appropriate budget;
- Ensure that the care services provided are high-quality, safe and effective;
- Collaborate with the Council's Leadership Team, heads of services, elected members and external partners in order to ensure that the Council provides services of the highest standards within the possible resources for the residents of Gwynedd and ensure that the service reflects the Council's corporate policies and strategies;
- Promote cross-agency and cross-departmental working to ensure effective integrated working with the health services, Mantell Gwynedd and the 3rd Sector, private providers, and departments within the Council, such as the Housing and Property Department;



- Develop suitable performance management processes which demonstrate clear results so as to enable the Service to compare those results against the targets set by the Council's Leadership Team;
- Provide regular reports to elected members, and to the Council's Leadership Team on the performance of the service, and advise on any matters that require improvements;
- Secure definite results when making the best use of the Council's resources, whilst providing an excellent service to the customer, in line with the Council's priorities and respond directly to local needs;
- Collaborate regionally at Regional Partnership Board groups to secure resources and consistent, high-quality services;
- Collaborate across Wales with the Welsh Government and the ADSSC (Association of Directors of Social Services Cymru) to develop national policies and procedures;
- Deputise on behalf of the Director of Social Services as needed, ensuring continuation of leadership and decision-making within the department.

### **Responsible for Resources**

- Responsibility for the Adults Department's budget as a whole, ensuring best value for money and any overspend;
- Responsibility for the department's workforce as a whole to ensure professional, high-quality and safe work;
- Responsibility for commissioning tens of thousands of pounds worth of care services.



## **Main Duties**

1. Operational Management Autonomy within policy, strategy and resources to manage:
  - Finance,
  - Staff
  - Technology
  - Property
  - Risk
  - Performance
2. Service Provision
  - Ensure a provision of services of a high standard to meet the customers' needs within the available Resources
  - Collaborate with other services and agencies to ensure an integrated approach to delivering services
  - Develop operational policies
  - Implement strategic change
  - Agree on special operational matters to be led by the Corporate Director
3. Leadership
  - Lead, promote and develop staff
  - Develop and promote the culture of the establishment
  - Collaborate with internal and external partners
  - Promote a culture of continuous improvement
4. Business Planning and Reviewing
  - Lead the process of business planning and reviewing
  - Responsible for internal change and reviewing/developing service
  - General responsibility for performance management within the service
5. Corporate Agenda
  - Bridging between strategic and operational policies
  - Promote a culture of one council
  - Contribute to strategic development
  - Agree and deliver the milestones of a manageable programme
  - Promote and implement corporate policies and priorities e.g. crosscutting themes

## **Key Competencies (in addition to the Council's other corporate competencies)**

1. Working within the political dimension
  - create effective connections/enable working appropriately across political and management boundaries, develop a strategy with mayor/leader, cabinet and members
  - maintain an effective relationship with elected members, in the region, and with the Government
2. Lead on changing and developing the organisation
  - maintain consistency with basic values when developing the culture
  - working with uncertainty, ambiguity and the inevitable nature of change
  - develop the appropriate use of power, empowering staff and managers



- facilitate the continuous growth of the senior team
3. Maintaining a personal viewpoint and self-knowledge
- maintain self-knowledge and curiosity regarding the viewpoints of others, not only personal ones
  - maintain belief or faith in themselves
  - develop personal resilience, sustainability and emotional awareness
  - maintain a sense of humour
4. Develop and enable effective external partnerships and relationships
- champion the local authority, local government and local democracy
  - co-ordinate effective public and private partnerships for strategic developments and delivery of services
  - work with other communities and agencies
  - use the press and media effectively to have an appropriate profile
5. Monitor strategic and long-term issues
- look to the future to create awareness of potential situations
  - develop, maintain and promote strategic vision/opinion for the establishment and the local area
  - awareness of the establishment's strategic ability
  - convey a sense of collective priority and purpose
6. Leading and combining Performance Management
- create a culture which focuses on performing well, innovating and service for customers
  - ability to transform under-performing fields
  - continuous improvement across every service field
7. Leading and Managing People
- Inspire and encourage teams and individuals
  - Provide direction and feedback to the team
  - Create an environment of respect
  - Transfer vision effectively to teams and individuals
  - Delegate work effectively
  - Identify and understand others' responses to specific situations whilst focusing on providing services
  - Ensure a safe environment for team members to develop by taking risks
  - Identify and understand the potential harm when prompt attention is not given to cases of conflict
8. Communication
- Share and listen to information, opinion and ideas
  - Effective communication
  - Understand that communication can be a powerful tool to increase incentive and the importance of good communication
  - Choose and use appropriate methods of communication and media for a range of audiences
  - Possess effective interpersonal communication skills
  - Understand the risks of working from presumptions

- Appreciate the feelings of others and understand the importance of inclusion and consultation

#### 9. Self-management

- Proactive
- Accept responsibility for their own actions
- Provide stability in periods of change
- Possess high levels of self-awareness
- Demonstrate honesty
- Emotionally resilient and aware
- Prioritise tasks and make effective use of time
- Show achievement of public worth

#### Main areas of responsibility

- Adults
- Safeguarding Vulnerable Adults
- Providing Care Services
- Commissioning and Contracts
- Residential and Day Services
- Community Care
- Responsibility for self-development.
- Ensure compliance with Health and Safety rules in the workplace in accordance with the responsibilities noted in the Health and Safety at Work Act 1974 and the Council's Health and Safety Policy.
- Operate within the Council's policies in relation to equal opportunities and equality.
- Responsibility for managing information in accordance with the Council's information management standards and guidelines. Ensure that personal information is treated in accordance with Data Protection legislation.
- Commitment to reducing the Council's carbon emissions in accordance with the Carbon Management Plan, and to encourage others to act positively towards reducing the Council's Carbon Footprint.
- Undertake any other reasonable duty which corresponds with the salary level and responsibility level of the job.
- Responsible for reporting any concern or doubt that a child or vulnerable adult is being abused.

#### Special Circumstances

- The work of the Head of Adults post includes occasional anti-social hours and regularly working on the emergency-response rota.

#### Personal Attributes / Competencies

**Acknowledgement and support** - You work well as a part of the team, taking account of the well-being of yourself and others. You acknowledge the strengths and potential in everyone, encouraging them to learn, to make progress and to develop. You create a culture of appreciation, where people feel that they are appreciated and are given recognition for the difference they make.



**Customer Focus** - You seek the views of various individuals who receive our services in order to improve our provision. You plan service needs in advance, considering broader factors and the long-term impacts of decisions. You develop, achieve and evaluate strategic plans, balancing short-term pressures and long-term goals, in line with the Council's vision, which addresses the various service needs, including the Welsh language and culture.

**Probity** - Addressing the risk - You plan, acknowledge and implement measures to respond to the risk to you and/or others due to behaviours or situations. You promote and ensure that behaviour, health and safety and safeguarding practice values lead team work. You establish and promote a positive culture where health, well-being, safe working practices and safeguarding is a responsibility for all.

**Leading and Delegating** - You follow processes and guidelines, challenging in a positive way if an issue arises. You prioritise your own work and the work of others, fairly, based on people's strengths, and provide clear and timely feedback. You determine and sustain a clear and positive direction, with priorities and outcomes with a clear focus, which are clearly communicated to the teams.

**Innovation** - You ask questions and look for better ways and/or new ways of doing things, suggesting improvements. You design processes and systems which promote positive change, protect learning and improve services. You incorporate a culture of innovation and creative thinking to motivate changes to the service, empowering teams to encourage continuous development.

**Showing responsibility** - You are accountable for what you have vowed to achieve, including tasks delegated to others. You use your imagination and take a considerate attitude towards situations and tasks when making decisions and/or providing advice. You allocate resources fairly and make appropriate strategic decisions to support the process of providing the services.

**Communication** - You convey ideas in a clear way, in order to ensure that others are able to understand. You create and maintain a positive professional working relationship and are full of trust of people in the service and beyond. You show political and cultural awareness, reflecting our values by communicating with different audiences with honesty, integrity, impartiality and objectivity, to foster trust and secure the commitment of others.

**Understanding others** - You listen in order to understand the viewpoints and needs of others, responding sensitively and checking understanding where needed. You facilitate constructive discussions and work with a variety of people to reach an agreement. You use self-awareness and high levels of understanding of other needs to influence high-level strategic and cooperative agreements, and discuss them.

## **Qualifications and Relevant Training**

Professional qualification in Social Work or Occupational Therapy or relevant professional qualification, or obvious equivalent experience in a senior management post is essential.

Master's degree, e.g. MBA / Change Management is desirable.

## Relevant Experience

- Substantial experience in a leadership role within adults' social services.
- Successful experience of strategic planning, service development, and performance management.
- Substantial experience of managing budgets in a challenging environment.
- Obvious experience of working in a successful partnership with other agencies, including the 3rd Sector / Voluntary Groups.

## Skills and specialist knowledge

- Confidence in the diplomatic management of sensitive and political matters to achieve positive outcomes.
- Commitment to promoting diversity and inclusion in a relationship with access to services and within the workforce, ensuring equal opportunities and compliance with associated legislation.

## Language requirements

### Speaking and Listening - Advanced Level

Able to follow a conversation or discussion through the medium of Welsh and English on a professional level and discuss general day-to-day topics in the field so as to present information and express opinions. Able to give a pre-prepared presentation and respond to any comments and questions on it in Welsh or English.

### Reading and Understanding - Advanced Level

The ability to understand standard written Welsh and English, both formal and informal. Able to gather information from various sources such as letters, reports and articles in Welsh and English in order to fulfil the post.

### Writing - Advanced Level

Present written information confidently by letter, more detailed and technical report formats, and respond to written requests conveying information, ideas and opinions through the medium of Welsh and English. (Assistance is available to check the language)

## Diclosure and Barring Service (DBS) Checks

DBS checks are a requirement for this post as it is a post where there will be a need to work with children and vulnerable adults. The following are a requirement for this post:

- Section A - the type of disclosure Detailed Disclosure, checking the barring list
- Section B - the type of workforce The children and adults workforce
- Section C - Requirement for three-yearly DBS renewals or a DBS to be registered on the update service Yes

This is necessary as the post manages services that undertakes regulated activities for adults and children (0-25 Team). Manage regulated services (which are inspected by CIW) that need renewal checks.



Safeguarding is a responsibility on us all. Each of us have a responsibility for the protection of children and adults who are at risk, working in a way which promotes and supports their best interests, and inform them of any concerns.

Restricted political post

This is a restricted political post.



# General Terms and Conditions of Employment - Head of Adults

1. The appointment will be made in accordance with the terms and conditions of the Joint Negotiating Committee for Local Authority Chief Officers, as adopted or amended by Gwynedd Council, or as adapted or added to as a part of an agreement between the Council and the specific trade unions recognised by the Council for the purposes of collective bargaining.

## 2. Working Hours

The standard weekly working hours are 37 hours, but the nature of the job means that the person appointed will have to work unsocial hours beyond that.

## 3. Service time

The post-holder's entire service time will be spent on Council work. The post-holder will not be permitted to undertake any other work or employment without specific permission from the Council.

## 4. Performance

Annual assessment will be undertaken on the performance of Head of Department by the Chief Executive

## 5. Salary

- The pay scale for the post is £81,860 - £90,274
- There will be an annual increment rise within the salary scale on 1 April every year, subject to satisfactory development within the post.
- The salary is paid by bank credit transfer on the 22nd of every month.

## 6. Expenses

- Travelling expenses and subsistence allowance is payable as well as any other appropriate expenses based on the Council's decision and in accordance with the national agreement as adopted or amended by the Council.
- The post is designated as a car user, for use as required. When you use the car for Council business, travelling expenses will be paid in accordance with the casual rate.

## 7. Annual Leave

- The Council's annual leave year commences on the 1st of the month following appointment. 28 days' leave is granted with 5 additional days after completing 5 years' continuous service.
- Also, 10 days of bank holidays and additional statutory holidays are permitted, as well as an additional 1.5 days granted by the Council.

## 8. Notice

The minimum notice period by both parties is 3 months.



## 9. Benefits

A benefits package is available whilst working for Cyngor Gwynedd, including:

- Access to local government pension scheme – a scheme which means that the Council's contribution to your individual pension scheme is 19.2%. There are numerous other benefits to the scheme – contact us for further information.
- Flexible working – an employer that is committed to considering and supporting staff to work flexibly, as a means of finding a healthy balance between work and personal commitments.
- Relocation package available under certain circumstances – financial support available to support any relocation. Contact us for further information.
- Financial contribution towards membership of one professional body.
- Access to other possible benefits - including Car purchasing scheme, Cycle to Work scheme, National and local business discount.

## 10. Political Restrictions

This post is politically restricted under the provisions of the Local Government and Housing Act 1989. This means that the holder should not show political bias.



# Key dates in the process

<b>Closing Date</b>	10:00am 31/3/25
<b>Shortlisting</b>	<p>09/04/25</p> <p>Shortlisted applicants will need to complete an online psychometric test no later than 12:00pm on 17/04/2025.</p> <p>The information will be sent to you before the end of the day on 11/04/2025.</p>
<b>Assessment Process (held by external assessor)</b>	Between 22/04/2025 and 30/04/2025. If you know that you are definitely not available on some of the days during this time, then please contact us as soon as possible.
<b>Assessment Process (Internal)</b>	<p>09/05/2025</p> <p>Applicants are asked to keep the full day free for the time being, with further details to follow shortly</p>
<b>Interview with the Council's Chief Officers Appointment Committee</b>	<p>15/05/2025</p> <p>Applicants are asked to keep the full day free for the time being, with further details to follow shortly</p>



# How to apply?

To register your interest in this key post and receive the information on how to proceed with your application, you can email our Human Resources Services at:  
[penodipennaethadranoedolion@gwynedd.llyw.cymru](mailto:penodipennaethadranoedolion@gwynedd.llyw.cymru)

We will acknowledge receipt of your application, and will also contact you to confirm whether or not you have been shortlisted.

You will receive advance guidance and instructions on how to fully participate in the process, and we will have a team of officers in the background who will support and facilitate the process, so that it runs as smoothly as possible.

Finally, we would like to thank you for your interest in this post at Cyngor Gwynedd.

Closing date: 10:00 am, 31st March, 2025. Applications to be sent to  
[penodipennaethadranoedolion@gwynedd.llyw.cymru](mailto:penodipennaethadranoedolion@gwynedd.llyw.cymru)

## Enquiries

- For an informal discussion, please contact Dylan Owen, Corporate Director of Social Services on 01286 679386.
- To register your interest and to receive information on how to apply, please contact the Human Resources Service on [penodipennaethadranoedolion@gwynedd.llyw.cymru](mailto:penodipennaethadranoedolion@gwynedd.llyw.cymru)

