

## Green Social Prescribing

### Background

An exciting new position of Programme Manager has been created following the successful national bidding process to become a test and learn site for Green Social Prescribing. Detailed information about the national Green Social Prescribing programme is available here: <https://www.gov.uk/government/publications/green-social-prescribing-call-for-expressions-of-interest/green-social-prescribing-call-for-expressions-of-interest>

The post-holder will be part of a dynamic team, delivering the effective implementation of the Humber, Coast and Vale Green Social Prescribing Programme. A natural collaborator, the successful candidate will quickly establish credible and professional relationships with colleagues across the Partnership to deliver a project that will form part of national learning on Green Social Prescribing.

You will have strong project management experience, an understanding of and experience working with the voluntary, community and social enterprise (VCSE) sector, ideally in the context of improving health and wellbeing outcomes, and an understanding and knowledge of the workings of the NHS, the challenges it faces and of the reform agenda.

This is a job for someone who wants to see change come to life in communities, help connect charities and community movements and improve the lives of people with physical and mental health needs. This will be a learning platform like no other; *from the stunning East Yorkshire coast lines, to the inner city gardens in Hull, from the rolling hills of northern Lincolnshire and historic backdrops of York, here in Humber Coast and Vale.*

If you believe you can help our region to be at the forefront of the Green Social Prescribing movement and are passionate about improving lives through connecting people with nature then please apply now. To apply for the role, please submit your CV and a covering letter setting out how you meet the essential criteria in the person specification and detailing why you would like to take up this role to [recruitment@heysmilefoundation.org](mailto:recruitment@heysmilefoundation.org)

Applications for secondments into this role from relevant organisations are welcome. For any informal enquiries about the role, please contact [ab@heysmilefoundation.org.uk](mailto:ab@heysmilefoundation.org.uk)

- The closing date is midnight on Sunday 14<sup>th</sup> February.
- Interviews will take place on Monday 22<sup>nd</sup> February (Venue/details to be confirmed).

## Role Profile

1. **Job title:** Programme Manager (Green Social Prescribing)
- Location:** HEY Smile Foundation, Dock Street, Queens Gardens, Hull HU1 3AE.  
(Although mobile working will be expected)
- Reports to (Job Title):** Head of Smile Health
- Salary scale:** £30,000 to £35,000
- Working Hours:** 37.5 hours per week
- Contract Duration:** 18 months fixed term with for a potential for extension subject to funding
- Closing date:** Midnight on Sunday 14<sup>th</sup> February 2021
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## 2. Purpose:

The Programme Manager for Green Social Prescribing will play a lead role in the development and implementation of the Humber, Coast and Vale Green Social Prescribing programme. Working closely with and supporting the Green Social Prescribing Steering Group, the successful candidate will ensure the dynamic delivery of a successful collaborative program, bringing together partners from across the voluntary, public and private sectors.

The programme manager will be responsible for the day to day delivery of this exciting and complex programme, which will involve building and managing relationships with a wide range of stakeholders, developing and managing the implementation of programme and project plans and supporting the partners involved in the programme to record and track outcomes and progress.

Ultimately you will be the glue that brings together assets from across the Humber, Coast and Vale geographical area, enabling our community assets to thrive, opening up further opportunities for mutually beneficial referrals from our Health teams.

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## 3. Key role responsibilities:

- To lead on the project management and day to day delivery of the Green Social Prescribing test and learn programme for Humber, Coast and Vale.
  - Have oversight of the development and Delivery Plan.
  - Develop project plans with key milestones to support effective delivery of the programme.
  - Manage risks and issues and escalate as appropriate to the steering group.
  - Work with the Clinical lead to manage programme challenges and clinical risks
  - Organise and monitor the project on behalf of the Steering Group.
  - Develop and control deadlines, budgets and activities.

- Develop regular budgets and schedules quarterly to support the programme's implementation
  - Prepare reports for the relevant groups
  - Build and maintain positive relationships with a wide range of stakeholders to support delivery of the programme.
    - Develop positive and constructive relationships with providers of mental health services across Humber, Coast and Vale across the NHS and voluntary, community and social enterprise sector
    - Develop positive and constructive relationships with nature-based organisations, community projects and a diverse range of VCSE partners
    - To develop and implement constructive working relationships with lead social prescribing groups across the Humber, Coast and Vale region.
    - Work closely with a Clinical lead to ensure positive referrals and communication with mental health providers and teams.
    - Engage and empower key stakeholders to embed Green Social Prescribing across Humber Coast and Vale.
  - Lead on the wider Communications and Engagement strategy for the programme
  - Work with partners involved in the programme to record and track outcomes and progress.
    - Work with our local academic leads and national learning partners to follow our Green Social Prescribing Journey.
  - Develop the longer term aspirations for the programme with stakeholders, utilising the learning locally and nationally, listening to the beneficiaries of the service throughout.
    - Work with the Steering Group to develop funding plans for future sustainability of the programme
  - To undertake such additional duties as necessary in relation to the work of the programme.
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#### 4. Joint responsibilities:

- Uphold and invest in the Humber Coast and Vale Green Social Prescribing vision.
- Uphold and invest in the HEY Smile Foundation vision.
- Promote equality and diversity and social inclusion
- Listen to community needs, and work within a team to create co-developed solutions, ensuring education, development and investment is not done to but done with communities.
- Continually develop your skills to meet the needs of our evolving community needs.
- Be agile in your working, continually developing your skills to meet the needs of our evolving communities.
- Support the continued development of our online platforms shining light for trusted information, and access to resources.
- Ensure all policies and procedures are understood and adhered to.

- Support a positive working environment, be visible, energetic and participative, encouraging cross team working and initiatives.
- Develop positive working relationships with key social prescribing stakeholders.
- Maintain an up to date knowledge of national best practice, policy and guidance for the VCSE and Social Prescribing specifically.
- Represent HEY Smile and Humber Coast and Vale at strategic meetings across the region and at times nationally.
- Working with the CEO, maintain positive working relationships whilst ensuring ongoing performance management of delivery partners.
- Undertake all other reasonable requests made via the Chair of the steering group including the CEO of HEY Smile.
- Work with strategic partners to develop opportunities for sustainability of a long term model of Green social prescribing in Humber Coast and Vale

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**5. Decisions that the job holder typically makes may cover the following areas:**

- (Resource management) How to maximise resources efficiently
- (Development of skills) Training requirements for communities to which you are engaged
- (Finance) Development of budget requests to Head of Department to fulfil desired outcomes
- (Time management) Prioritisation of your own and teams work
- (Escalation of work) To Head of Department and Steering group

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**6. Outcomes based**

HEY Smile operate with a focus on outcomes. With this in mind your contracted hours are 37.5 per week. You will be asked to attend on and offline meetings weekly with your line manager and colleagues setting agreed outcomes for the period. However the way in which you distribute these hours across your working week is flexible, and strong communication with your Head of Department is key.

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**7. Knowledge, skills and experience required by the job holder:**

Taking on a role within the Humber Coast and Vale Health and Care Partnership, hosted by HEY Smile you will be seen as a leader in the voluntary, community and social enterprise sector, delivering capacity and capability support. You will form part of a team of experts, who share their skills and expertise alongside our partners across the private, public and voluntary sector, maximising resources for our inspiring communities.

The post-holder will work on behalf of the Humber, Coast and Vale Health and Care Partnership, hosted by the organisational lead for the Green Social Prescribing project - HEY Smile Foundation

Further details about the partner organisations that make up the Humber, Coast and Vale Health and Care Partnership can be found here: [Humber Coast and Vale Integrated Care Service](#)

## HEY Smile Foundation

There has never been a more exciting time to join the HEY Smile Foundation team. Our work spans across the Voluntary, Community and Social Enterprise Sector (VCSE), as well as connecting opportunities with the private and public sector.

We are connected, joining assets to community knowledge, creativity and inspiration. We are helping VCSE organisations of all shapes and sizes be heard and play a part in solutions, not just highlight community problems.

We have grown significantly in the last 11 years but are still agile enough to respond to the community's need, not prescribe the same methodology '*because that's what has always been done*'.

Sustainable in our own right, whilst developing others, we have ensured we had one eye on our own platform, securing our own assets to be masters of our own destiny, focusing on the Wow not just the Woe within our communities.

HEY Smile Foundation is a proactive member of the [Humber Coast and Vale Integrated Care Service](#) VCSE Leadership group. Through this work we are delighted to have secured one of the 7 test and learn sites for [Green Social Prescribing](#) for 2021/22. <https://www.gov.uk/government/news/new-sites-to-test-how-connecting-people-with-nature-can-improve-mental-health>

It's through this success that we are delighted to be hosting the Programme Manager for the Green Social Prescribing test and learn program.

Essential	Assessment
A strong project manager, with demonstrable experience of managing complex projects and the ability to remain focused on outcomes	Cover letter/CV and interview
Passionate about improving lives and experience of working with communities.	Cover letter/CV and interview
Ability to form and maintain effective relationships with a diverse range of people and organisations to achieve goals.	Cover letter/CV and interview
Ability to work to deadlines, respond to changing circumstances and manage multiple projects.	Cover letter/CV and interview
Ability to write concise reports and a range of other material (e.g. case studies, blogs).	Cover letter/CV and interview
Self-motivated and able to work under own initiative.	Cover letter/CV and interview
Be a strong communicator.	Cover letter/CV and interview
Have a good understanding of Social Prescribing, its value and role within the wider health and care sector.	Cover letter/CV and interview
Have a good understanding of the NHS	Cover letter/CV and interview
Strong IT skills, in addition be able to professionally operate meetings via online platforms (e.g. Zoom, Microsoft Teams and Skype).	Cover letter/CV and interview
Ability to manage own priorities and manage own workload to agreed deadlines, budget and quality standards.	Cover letter/CV and interview
Desirable	Assessment
Have senior experience of community development	Cover letter/CV and interview
Experience of working within the mental health field	
Bid writing skills, with strong evidence of securing funding.	Cover letter/CV and interview
Be confident on social media platforms.	
full driving license and access to a car	

Although HEY Smile offer flexible working, the place of work will remain HEY Smile Foundation, Dock Street, Queens Gardens, Hull, HU1 3AE

Please don't hesitate to get in touch if you would like to have an informal conversation to find out more. We'd love to hear from you.

Please contact:

Andrew Barber  
CEO HEY Smile Foundation.org  
[ab@heysmilefoundation.org](mailto:ab@heysmilefoundation.org)  
07891832846

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This document is written to summarise the key responsibilities of the job holder. It is not intended to be exhaustive and the job holder may be required to do more than is listed here within reasonable parameters. Document date: January 2021