

Job Description



Warwickshire
County Council

*Working for
Warwickshire*

This form is used to provide a complete description of the specific job (or role) and defines the skills, knowledge and abilities required to undertake the specific and generic role profile.

Section A: Specific Role Profile

The specific role profile provides key information relating to the salary and working conditions e.g. location of a job, along with the current focus of the job role and a brief description of the main duties. The wider generic role profile is set out in Section B.

Role Details

Job Title:	Market Manager	JEID	L0400
Salary Grade:	Scale O (£39,782 - £41,675)		
Team:	All Age Specialist Provision (Market Shape)		
Business Unit:	People Strategy and Commissioning		
Directorate:	People		
Primary Location:	Saltisford Office Park		
Political Restriction:	This position is not politically restricted		
Responsible to:	Lead Commissioner, Market Shape		
Responsible for:	2 x Market Officers and a Market Management Assistant		

Role Purpose

- Market Management in social care and housing support services is usually interpreted as the way in which the Council uses its purchasing arrangements to maximize efficiencies and secure services from the most appropriate providers i.e. those that can best meet customers' needs within available resources
- It is a strategic tool that purchasing authorities apply as part of their overall "commissioning cycle" i.e. the process of specifying, securing and monitoring services to meet people's needs. Market management needs to be applied across the range of elements in this commissioning cycle i.e. not only the procurement of new services but also the de-commissioning of out of date or ineffective ones.
- To lead on the management of the care services and housing related support services market commissioned by the People Directorate, ensuring that strategic objectives are secured and that markets are both diverse and sustainable.
- To apply systematic market intelligence and business analysis to help shape and re-design the market in conjunction with direct consultation and negotiation with providers, partners and other agencies.
- To devise and implement value for money tools and fee structures which enable providers in the market to function effectively at both micro and macro levels.

Role Responsibilities

- To manage the market management and market facilitation functions of the team to ensure that appropriate systems are implemented in relation to market intelligence, market position statements, fee rates/pricing and unit costs etc.
- To develop and implement pricing and fee structures which facilitate the market at both macro and micro levels.
- To engage collaboratively with current and potential providers to meet strategic commissioning objectives, promoting more personalisation and new models of delivery such as social enterprises.
- To assess the viability of providers including contingency planning where necessary, as well as engaging with providers to facilitate change to meet the aims of commissioning strategies and the latest policy/practice drivers.
- To support sole traders and smaller enterprises in their service models including business sustainability.
- To ensure that the Market Position Statement (MPS) becomes a useful tool for both the People Directorate and current and potential providers to signal to the market the Council's future direction of change.
- The provision of sound market intelligence including gaps in the market and highlighting risks such as business viability.
- To develop contract brokerage and resource directory services that enhance the overall delivery of the market management function.
- To ensure that contracts across the market secure direct results for customers and also value for money for the Council e.g. payment by results.

Section B: Generic Role Profile

The generic role profile provides a list of the main tasks that cover the broad range of duties and responsibilities performed at this level for the job role. An employee may not be undertaking all of these at any one time, but they could be expected to do so under their contract of employment.

Generic Role Details

Job Role:	Market Manager
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Main Tasks

1. To manage the market management and market facilitation functions of the team in relation to work programmes, HR matters and learning & development opportunities.
2. Management, production and application of market intelligence tailored to relevant groups e.g. operational teams, senior officers, members, providers and partner/other agencies.
3. Co-ordination, production and ongoing maintenance of the Market Position Statement (MPS), which highlights to current and potential providers the demands of the market and how they can respond to personalisation and other policy/practice drivers.
4. To lead where necessary on direct contract negotiations with current and potential providers ranging from major national organisations to sole transfer on fee rates/pricing, value-for-money tools, service modelling and business viability.
5. To advise on options for fee rate structures and the application of inflationary increases, working closely with providers and practitioners to ensure transparent pricing that secures the right balance between affordability and viability.
6. Development of a pricing and unit cost structure to improve the market's own business planning and delivery.
7. Production of market viability assessments for all providers to determine levels of financial risk to the council; the production of contingency planning for market failure including partnership work with other business units
8. Work with commissioning officers and the use of market intelligence to identify gaps in provision and support market shaping activities
9. Work with commissioning officers and the use of market intelligence to identify gaps in provision and support market shaping activities
10. Facilitate and enhance provider engagement, including opportunities to work with other authorities and agencies.
11. Provide active support to identified market providers (including 'micro' providers) to build business skills, market responsiveness and financial planning.
12. Support the transition of the market from 'wholesale' to 'retail' models where appropriate and the development of micro markets e.g. social enterprises, mutuals, support planners.
13. Stimulate and develop market interest and capacity using market intelligence and gap analysis.
14. To develop social care markets and business development including the third sector/social enterprises and promoting the take up of funding opportunities.
15. Devise and implement systems that incentivise and stimulate quality provision, support both independent and third sector innovation, working jointly with the NHS and other partner agencies where appropriate.
16. To ensure that health and safety responsibilities are carried out in accordance with the Council's Health and Safety Policy and procedures.
17. Any other duties commensurate with the grading and function of the post.

Section C: Person Specification

The person specification provides a list of essential and desirable criteria (skills and competencies) that a candidate should have in order to perform the job.

Each of the criteria listed below will be measured through; the application form (A), a test / exercise (T), an interview (I), a presentation (P) or documentation (D).

Essential Criteria	Assessed By:
A full understanding of the relevant concepts, principles and legislative frameworks which provide the basis for market management strategies i.e. those which could only be acquired through extended training and experience.	P, A, I
Ability to communicate effectively through oral and written media, including honesty, confidentiality issues and the ability to address and influence a variety of audiences including members, providers and partners.	P, A, I
Ability to work flexibly in a change management culture and support the implementation of proposals for change.	A, I
Knowledge and ability to apply best practice in market management, value-for-money tools and fee rate structures.	P, A, I
Good organisational, numeric and IT skills and the ability to construct and work to deadlines and prioritise workload.	A, I
Demonstrable ability to develop positive working relationships across organisational boundaries in a complex sector.	P, A, I
Understanding of financial and business modelling to meet commissioning and market management requirements.	P, A, I
Excellent communication and negotiation skills – able to present complex written and verbal information effectively and negotiate challenging financial issues with providers.	P, I, A
Knowledge of assessment and care management processes to facilitate the application of market management processes.	A, I
Awareness and understanding of the strategic commissioning cycle and the need to develop clear market management intentions.	A, I
A professional qualification <u>or</u> at least 3 years senior experience in a specialist area or an equivalent level of organisational, procedural and policy knowledge. By senior we mean either a senior specialist (with individual responsibility for functions, activities and other specialists) or the most senior specialist in that discipline within a multifunctional employer or within different sectors.	A, I
Educated to degree level or equivalent.	A, I
Detailed knowledge of relevant policies and legislation linked to an ability to understand how these are reflected in local market management strategies.	A, I
Ability to communicate effectively through oral and written media, including honesty, confidentiality issues and the ability to address and influence a variety of audiences including members, providers and partners.	P, A, I
Ability to work flexibly in a change management culture and support the implementation of proposals for change.	P, A, I
Experience of line managing staff.	A, I
Experience of project management techniques.	A, I

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Desirable Criteria

- A relevant professional qualification e.g. CIPS.

Assessed By:

A, I

Section D: Working Conditions

The working conditions relate to those non-contractual elements of the job that may impact on the holder of the position, as well as those workplace-based responsibilities that are part of this job. These are not contractual but provide a guide to the working conditions and hazards that may be faced.

Health & Safety at Work

To take responsibility for your own health, safety and wellbeing, and undertake health and safety duties and responsibilities in accordance with all Warwickshire County Council policies, procedures and arrangements as specified for the post / role.

Potential Hazards

The hazards ticked below are elements of the job that may need to be considered when applying for the role, as well as when completing the work health assessment.

<input type="checkbox"/> Regular client contact or care	<input type="checkbox"/> Exposure to noise level (above 80dba)
<input type="checkbox"/> Lone Working	<input type="checkbox"/> Working with waste or refuse
<input type="checkbox"/> Night Working	<input type="checkbox"/> Food Handling
<input type="checkbox"/> Work at heights	<input type="checkbox"/> Manual handling tasks
<input type="checkbox"/> Working in confined spaces	<input type="checkbox"/> Electric work
<input checked="" type="checkbox"/> User of Display Screen Equipment (DSE)	<input type="checkbox"/> Contact with Latex
<input type="checkbox"/> Repetitive tasks	<input type="checkbox"/> Chemical/ Dust/ Fume Exposure (COSHH)
<input type="checkbox"/> Continual telephone use (<i>call centre</i>)	<input type="checkbox"/> Working with vibrating tools/ machinery

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