

## **IPS Marketing Co-ordinator**

One year fixed term contract with potential to extend.

### **Introduction**

This is an exciting opportunity to make an impact in helping more people with serious mental difficulties access support to find employment of their choosing. Individual Placement and Support (IPS) supports people with serious mental health difficulties to find the employment of their choosing. 70-90% of people with mental health issues would like to work, but only 37% are in paid employment. For people with severe mental illness, it's just 7%. Evidence-based models, such as IPS, have a track record of delivering outstanding job outcomes for this group.

NHS England has committed to doubling access to IPS for people with severe mental health problems by 2020/21. In order to achieve this, services across the country will need to employ over 400 additional IPS employment specialist and team leaders. To support services to mobilise quickly, deliver high quality IPS, and achieve strong employment outcomes, they have decided to commission an IPS infrastructure support programme.

The programme will aim to ensure that commissioners, mental health trusts and IPS providers have access to strategic and practical technical support to develop and deliver high quality services. This will include:

- Hands-on operational and local support, delivered through a network of IPS experts;
- Workforce development support, including assisting to develop free-to-use training materials and targeted recruitment support for providers; and
- Tools to support effective monitoring and reporting of outcomes, including a prototype case management system.

The IPS Marketing Co-ordinator will play a key role in helping IPS providers expand at a faster pace than ever before. They will help to develop the "brand" of the employment specialist profession, and to ensure the quality of staff is retained as the programme expands.

They will be passionate about changing people's lives for the better, will be proactive and creative with good organisational skills. They will have experience in marketing and an ability to develop entrepreneurial ideas to boost the profile of IPS. They will also be able to work well with a range of stakeholders to support the growth of high-quality recruitment.

We believe this role has huge potential to support the scale-up of IPS across the UK and enable many more people with serious mental health problems to enter paid employment.

### **About Social Finance**

Social Finance is a not for profit organisation working in partnership with government, funders and the social sector to achieve sustainable social impact at scale. We are a leading social investment intermediary and a centre of innovation in addressing social issues in the UK and beyond. We have grown from 2 to 80 people in London over the past 11 years. We have sister organisations in the US, Israel, India and the Netherlands.



Social Finance develops sustainable models to drive social change for issues such as homelessness, unemployment, mental health, learning difficulties, education, health challenges and vulnerable children. Internationally, we design results-based models for issues such as maternal and neonatal health, education, employment and essential household services delivery.

Since we started 11 years ago, our innovations, including the Social Impact Bond, have mobilised over £500m for social change.

Over the past four years, Social Finance has played an important role in growing high-quality models to support people with health issues into paid employment. Working with others, our Health and Employment Partnerships team has designed, launched and continues to manage the world's first social investment-backed programme to help people with mental health issues into work, using the IPS model; supported the West Midlands Combined Authority (WMCA) to design, mobilise and manage one of the largest trials of IPS globally to test whether the model can be applied in primary and community care settings; and led a consortium of IPS experts to deliver a suite of tools and guidance documents to support commissioners and providers of IPS services, available at [www.ipsgrow.org.uk](http://www.ipsgrow.org.uk)

***The goal of our Health and Employment Partnerships team is to grow models of high-quality support to help people with health issues and disabilities into paid employment.***

### **IPS Marketing Coordinator**

The IPS Marketing Coordinator will play a key role in helping IPS providers expand at a faster pace than ever before. They will help to develop the “brand” of the employment specialist profession, and to ensure the quality of staff is retained as the programme expands. They will be accountable to Senior Programme Manager, but with the opportunity to lead their own work streams.

The key requirements of the role are to:

#### **1. Build the brand of IPS as a career**

- Draw from the experience of Teach First, Frontline and other recruitment enterprises to develop the “brand” of the profession;
- Ensure that IPS is represented on all key career websites, such as [healthcareers.nhs.uk](http://healthcareers.nhs.uk), [ipsgrow.org.uk](http://ipsgrow.org.uk), Prospects, Step Into the NHS, National Careers Service, university careers pages and other advice sites;
- Work closely with the Senior Programme Manager to develop training materials that help to market the role of employment professionals to a wider audience;
- Develop case studies, job adverts, and other supporting materials to promote IPS as a career.

#### **2. Facilitate the recruitment of additional IPS employment specialists**

- Refine the tools and processes required to enable services to run recruitment processes, and ensure these are shared widely;
- Test recruitment processes with interested services, working closely with IPS specialists in the team;
- Act as a point of contact for services in case of queries in running recruitment processes;
- Monitor and report on the number of recruitment rounds completed and number of new IPS employees recruited;



- Speak with services to understand challenges in recruitment and develop enterprising solutions to address these;
- Work closely with each local IPS Implementation Manager to help facilitate successful recruitment in their area.

### **3. Maintain the quality of professionals recruited to IPS services**

- Provide hands-on support to IPS providers to help them run high-quality, rigorous assessment centres;
- Work with IPS specialists in the team to set standards for quality in IPS employment specialists and produce guidance for providers around what “good” looks like;
- Develop guidance documents and other practical tools to enable services to run their own high-quality recruitment processes;
- Work closely with local IPS Implementation Managers to understand the quality of local recruitment processes and suggest areas for improvement.

### **4. Work as part of a team promoting the growth of IPS**

- Work as part of the national team to support the growth of IPS; with a particular focus on driving forward the growth of recruitment of IPS staff;
- Share learnings and experiences with other team members, drawing on their experience to develop IPS recruitment where appropriate;
- Act as an ambassador for the IPS service in conversations with local and national stakeholders;
- Any other duties commensurate with job role.

### **What we're looking for**

We're looking for candidates with 2-3 years' experience within marketing (although we won't rule out applicants based on years of experience alone). No specific sector experience is necessary, though an understanding of marketing for recruitment, and / or experience within the social sector would be desirable.

We will look to see:

- **Shared values:** Though sector-specific experience is not required, we have a passionate belief that helping people to achieve appropriate employment can transform their lives. We hope you will share this, as well as our other core values;
- **Leadership & team work:** You are a team player and also have the ability to work independently, are receptive to feedback and use it to continually improve, and are able to effectively represent Social Finance.
- **Creative thinking and problem solving:** You will play a key role in driving forward the expansion of IPS, through facilitating the growth of recruitment. You will need to be able to quickly understand challenges, develop solutions and be comfortable coming up with new ideas to address problems.
- **Self-motivation and organization:** You will be responsible for your own workstreams, and able to create your own project plans, organise your workload, and communicate your priorities effectively.



- **Communication, stakeholder management & relationship building:** You are able to anticipate, support and build credibility and effective working relationships, both within and outside Social Finance. You are able to summarise and disseminate information effectively, have excellent writing, listening and inter-personal skills.

### Compensation and benefits

Our salaries are regularly benchmarked against comparable roles in the social sector and are competitive. Entry point into the Social Finance pay bands will be assessed against candidate experience. Salaries are reviewed annually, both individually and corporately.

Social Finance invests in its staff in a range of ways, including internal and external training, office development days, modern ICT, and a focus on personal development with regular coaching and project-level and line manager-level appraisals.

### Application

Interested candidates should send a CV and covering letter to detailing their interest in working at Social Finance and highlighting relevant experience to:

**healthandemployment@socialfinance.org.uk**

Applications that do not have a covering letter will not be considered.

All applicants welcome and secondments will be considered.

**Closing date for applications: 20 January 2019**