

## Role profile

**Title:** Area Director

**Reporting to:** Managing Director

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**Purpose of Role:** To lead Home Managers and Senior Home Manager/s in your Area to deliver the HC-One vision and mission of being the kindest care home provider and the number one care home in every locality and deliver the best health and care experience for Residents, the best working environment for colleagues and the best return for Investors.

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### Your role will involve:

- Leadership of a group of Home Managers and Senior Home Manager/s to deliver the highest quality of care and best return for investors.
- Supporting and developing Home Managers to develop a high performing team that achieves excellent standards in every home.
- Working with support colleagues to facilitate delivery of your SLA with them and thereby ensuring the delivery of the targets in your Area.
- Developing HC-One's reputation with commissioners and external professionals to ensure the homes in your Area are the number one choice in their communities.
- Working with Senior Home Manager/s to help them mentor new Home Managers and support existing Home Managers to deliver best practice
- Recognising indicators of poor performance or poor quality and acting quickly to remedy
- Advocating and mandating Cornerstone use in every home
- Working systematically with Home Managers and project managers to develop and deliver each Home's business plan

### Share our Principles

#### **Accountability — Involvement — Partnership**

These principles are *what* we do at HC-One to achieve our vision of being the kindest care provider.

These principles create our competencies which are linked to every role at HC-One – our expectations of all our colleagues.

### Share HC-ONE Values

HC-One wants to attract, recruit, and retain its people, on the basis that their individual values and behaviours align with the values of HC-One.

1. **Kindness** – We are kind to everyone we care for, work with or meet at HC-One.
2. **Integrity** – We do what we say, keep our promises, and acknowledge any errors.
3. **Essential** – We prioritise what is important and then focus on those tasks.
4. **Simplest** – We are clear and straightforward in our communication.
5. **Best Value** – We focus on tasks that offer real value and look for the best value in everything we do.

## Person Specification – Area Director

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications and Knowledge</b>	<p>Educated to degree level or equivalent experience in health and social care environment, including development through internal learning opportunities</p> <p>Understanding of the social care regulatory and safeguarding environment</p> <p>Sound commercial awareness</p>	<p>Registered nurse or other health / social care professional qualification</p> <p>Post graduate management qualification</p> <p>Registered Manager training</p>
<b>Skills</b>	<p>Excellent communication skills, both verbal and written</p> <p>Excellent customer service skills</p> <p>Project management and planning skills</p> <p>Good team building and leadership skills</p> <p>IT literate to include the use of Microsoft Office</p> <p>Ability to prioritise and plan time effectively</p> <p>Able to identify indicators of poor performance and poor quality and act effectively</p> <p>Ability to analyse management information to drive decision making</p>	<p>Formal project management skills</p>
<b>Experience</b>	<p>Has at least 2 years' experience of managing multi-site locations and remote teams</p> <p>Has led diverse teams and delivered good quality and commercial results</p> <p>Has managed budgets and delivered against targets</p>	<p>A previous registered home manager in a successful care home</p> <p>Has successfully turned around failing services</p>
<b>Personal Attributes</b>	<p><b>Self-Awareness</b> Self-aware and regulates own performance through self-assessment, recognises and understands personal emotions and drives. Self-confident with an eye for detail whilst being action oriented and hands-on. Conscientious.</p> <p><b>Regulation</b> Able to suspend judgment and think before acting. Has trustworthiness, integrity, comfortable with ambiguity and openness to change. Intolerant of poor quality and poor performance and acts quickly to remedy. Highly resilient, action oriented and values driven.</p> <p><b>Internal motivation</b> Will selflessly give time to supporting others to achieve their best. Is driven to constantly improve and works to ensure the Areas Homes are best in class, excellent / outstanding. Curiosity in learning of self and others, Self-motivated and a self-starter with a strong drive to achieve and with organisational commitment. Highly organised, tenacious and will follow through to ensure effective delivery. Will work/travel across 7 days / 24 hours and stay away from home where necessary with a strong desire to achieve.</p> <p><b>Empathy</b> Ability to understand the emotional makeup of other people. Expertise in building talent, Dedicated to recruiting and developing the best team, cross-cultural sensitivity, Warm, engaging, kind and empathetic with a passion for Resident care and quality of life</p> <p><b>Social Skills</b> Manages relationships and builds networks, especially in the community and with commissioners and professional partners. Effective leadership through change, is persuasive, hard-working and a problem solver with positive mind set</p>	