



Service Manager – Principal Social Worker

Reports to:	Head of Service Quality and Improvement		
Department:	Adult Social Care	Grade:	Hay 6
DBS Status:	Enhanced DBS	Politically restricted:	No
Job Purpose:			
<p>This role provides senior professional leadership across Adult Social Care (ASC), ensuring excellence in social work practice, safeguarding, professional standards, workforce development, quality assurance and service improvement. The post leads the Principal Social Worker Office, oversees workforce capability and development, strengthens social work governance, and ensures practice alignment across ASC. The role supports the Head of Service – Quality & Improvement in delivering a unified improvement function, ensuring high-quality outcomes, compliance with statutory duties, and consistency across all operational and professional social work pathways.</p>			
Values			
<p>Collaborate proactively. Lead inclusively. Embrace change. Be bold and curious. Celebrate and share our success.</p>			
Overall Description			
<p>The role involves managing a broad range of internal and external relationships, including directors, senior managers, elected members, and various public, private, and voluntary sector partners.</p> <p>It requires developing strong partnerships, leading a high-performance team, and taking a key role in the development of council services.</p> <p>The position operates within a framework set by the CEO and Council but allows considerable autonomy in shaping services. The role also leads on policy development, ensures compliance with new legislation, and upholds high professional standards.</p> <p>The position is expected to be part of the Councils' emergency planning and resilience arrangement, including being on call Gold/Silver, and to demonstrate a commitment to embedding ownership throughout of this being everybody's business.</p> <p>The postholder must conduct the duties in compliance with the Best Value Duty as set out in the Local Government Act 1999.</p>			
Job specific roles and responsibilities			
<ol style="list-style-type: none"> 1. Make a positive contribution to the delivery of the service, this will include working flexibly and positively to achieve the objectives of the council. 2. Manage and lead staff to achieve high performance and effective operational delivery, including developing and improving staff capability. 			

3. Manage a customer focused service and the effective use of resources.
4. Ensure that the council's overall vision, values and ethos are central to the requirements of the service.
5. Support effective working relationships and act as an ambassador and advocate with external organisations
6. Keep up to date with developments in service delivery and best practice to ensure the service performs effectively and to the highest standards.
7. Provide strategic professional leadership for social work across ASC, ensuring high-quality practice, strong supervision, and clear professional standards.
8. Lead development, implementation and monitoring of social work quality standards, embedding effective audit, supervision, and reflective practice frameworks
9. Lead the Principal Social Worker function and contribute to the unified improvement function supporting the Head of Service.
10. Oversee practice audits, quality assurance cycles, evaluation of practice trends, and ensure findings are translated into service-wide practice improvement.
11. Provide leadership for the ASC Workforce Development & Academy functions, including CPD, practice education, induction, and ASC-wide training programmes.
12. Oversee student placements, ASYE programmes and professional pathways for social workers and allied professionals.
13. Work with Quality Leads to support ASC's preparation for CQC assurance, contributing evidence, practice evaluations and compliance improvements.
14. Ensure social work practice and pathways align with statutory expectations including Care Act 2014, Mental Capacity Act, Safeguarding Adult duties, Human Rights Act, and relevant case law.
15. Contribute to service planning, risk management, the departmental improvement plan and publication of the Local Account.
16. Support transformation workstreams, embedding practice change arising from operational redesign.
17. Provide senior oversight of safeguarding practice, including complex decision-making, threshold guidance and escalation processes.
18. Work with the Safeguarding Service Manager to ensure high-quality safeguarding triage, enquiries and consistency of Making Safeguarding Personal.
19. Build strong partnerships with health, voluntary sector, regional networks, and the wider council to support multi-agency practice development.
20. Represent ASC at practitioner forums, regional PSW networks, and professional bodies, ensuring Brent's practice reflects national standards.
21. Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and well-being of children and vulnerable adults.
22. Undertake any other duties commensurate with the general level of responsibility of this post.

Essential Requirements (key skills & qualifications)

Knowledge and Qualifications

1. Social Work degree and registration with Social Work England.
2. Evidence of significant ongoing CPD.
3. Strong understanding of social work legislation, Care Act, MCA, safeguarding, and CQC assurance.
4. In-depth knowledge of social work quality standards, competency frameworks, and workforce development pathways.
5. Understanding of performance frameworks, quality assurance cycles, and organisational improvement

Experience

6. Substantial experience as a senior social work practitioner or manager within adult social care.
7. Experience driving practice improvement, delivering Quality Assurance programmes and leading change initiatives.
8. Experience managing safeguarding practice or complex statutory decision-making.
9. Experience building partnerships with internal and external stakeholders.
10. Experience leading workforce development, ASYE, Apprenticeship and practice education functions.
11. Experience in developing and delivering training or acting as a Practice Educator.

Skills and Abilities

12. Strong professional leadership skills with the ability to influence and embed practice change.
13. Excellent communication, coaching and supervision skills.
14. Ability to analyse complex information, evaluate practice patterns and translate evidence into improvement activity.
15. Ability to build credibility with practitioners, partners, and senior leaders.

Budget Responsibility: £2 million

Overall Headcount: 5 Direct Reports

Within reason these key deliverables may evolve to meet service need and it is expected that the postholder will be flexible and adaptable in their delivery to meet both service and council wide needs