

Job Description

Job title	Outreach Worker
Responsible to	CEO
Remit of the post covers	North Kent Dartford, Gravesham and Swanley
Department	Improving Access to Psychological Therapies
Hours	37
Salary	£30,000 - £35,000
Length of contract	Fixed Term Contract – 1 year
Location	By Arrangement: Dartford or Gravesend Office Hybrid Home/office

Purpose of Post

To increase access to IAPT services for under-represented communities by supporting the development of referral pathways and other service adaptations to meet the specific needs of these populations.

To work with GPs, other health professionals, community and specialist services to increase awareness of mental health services in the local area, including pathways into IAPT.

To plan, deliver and review information events and support public mental health awareness activities.

To safeguard and protect the young people and adults that we work with by adhering closely to North Kent Minds policies and procedures at all times and sharing any concerns immediately.

Structure of the Post

The Outreach Worker will be line-managed by the CEO.

By arrangement, the post will be based at one of the North Kent Mind offices in Dartford or Gravesend, but work in other North Kent Mind sites – including those which are already existing and those created as a result of the work of the postholder – is a given.

This post is constructed as a flexible 37 hr pw post and the nature of this post and our work in general implies that some out-of-office-hours work will be necessary by arrangement.

The post-holder will take a lead in developing and co-ordinating outreach and community connection projects and communications across the Dartford, Gravesham and Swanley (DGS) area. This will involve the postholder developing an excellent understanding of the needs of the specific populations in the areas and devising

strategies, alongside DGS IAPT providers (including but not limited to North Kent Mind) to reach out into the community in order to increase referrals and support the service to meet its targets around numbers of people accessing talking therapies and reaching currently under-represented populations.

The postholder will create and develop connections to community groups and organisations across the DGS area in order to offer outreach work and increase referrals into the talking therapies (IAPT) service with a particular focus on reaching groups of people who are frequently under-represented in therapy services including people from a BAME background, people who do not speak English as a first language, older people, young people, LGBT+ people, people with disabilities and people from other less advantaged social backgrounds.

The postholder will take a lead in the service alongside the Senior IAPT team to develop and enhance relationships with GP practices and their staff with a focus on increasing overall appropriate referrals into the IAPT services from each practice and ensuring positive working relationships with each practice team.

The postholder will work on particular projects looking at increasing referral numbers for specific aspects of service delivery such as perinatal patients or patients living with long-term health conditions.

A: Duties of Post: General

These duties apply to all North Kent Mind Staff, whichever service they work for:

1. To work within a framework which:
 - Abides by all the policies of North Kent Mind, including Equal Opportunities, Confidentiality, Information Governance, GDPR and Health and Safety.
 - Promotes Social Inclusion, Empowerment, Well-being and the Recovery Model
 - Respects, encourages and builds on individual clients' coping strategies, skills and autonomy.
 - Maintains good liaison with any other outside agencies as is necessary.
 - Promotes good joint working, links and cross-referral with all North Kent Mind colleagues.
2. To participate in supervision and appraisal
3. To attend staff meeting and service team meetings
4. To attend training/meetings and some annual events as required
5. To undertake any other duties which the CEO or Board of Trustees may, from time to time, reasonably delegate or assign.

B: Duties of Post: Specific

These duties are the key role of this post.

- Work with all DGS IAPT providers to develop strategy for community connection and engagement and to ensure the service reaches its target for numbers of people accessing talking therapies in the DGS area.

- Work with DGS IAPT providers, service users, community organisations and leaders and other staff within the organisations to identify and understand the nature of those groups of the population that are currently least well represented in the service and develop strategies for increasing the services reach to these populations.
- Develop communications for service promotion to Primary Care Networks and individual GP practices and other health and social care services, service user and patient groups or forums, local authority organisations, the CCG, third sector organisations and community organisations and groups.
- Identify and develop relationships with all services and organisations in the DGS area who represent or work with groups of the population who might need to access talking therapies.
- To liaise with and develop and maintain strong working relationships with community organisations and leaders across the areas with a view to enhancing service delivery and reach, developing outreach opportunities and increasing referral numbers into the service from all sectors of the community.
- Research and identify groups, organisations and populations within the local community with whom the service should develop relationships and offer outreach in order to increase the reach and usefulness of the service to all communities in the population.
- To liaise with and develop and maintain strong working relationships with community mental health and GP practice staff including medical staff and practices' managers, administrators and receptionists.
- Maintain a strong working relationship with other relevant NKMind departments, including IT and communications.
- Along with other team members ensure referrals increase and are maintained at levels required to allow the team to meet its targets for numbers of people accessing talking therapies in the DGS area. Supporting IAPT services to reach increasing number of people from under-represented groups across the whole borough population.
- Coordinate service outreach work and identify and develop new opportunities for the service to offer outreach events and workshops.
- Participate in the delivery of non-clinical aspects of outreach and service promotion work such as presentations about the service to stake-holders or other organisations and services in the DGS area.
- Support the IAPT providers in the delivery of outreach workshops and organise the logistical arrangements for outreach including ensuring the collection of data and questionnaire responses. Support the administration of outreach work.
- Produce reports and briefings to the management team in relation to ongoing projects

- To maintain good communication systems within North Kent Mind IAPT and other DGS IAPT providers.
- Contributing to and developing marketing campaigns for the Talking Therapies services
- Develop a clear community outreach strategy/plan for the service to ensure it reaches its target audience.
- To respond with immediacy to any issues arising which might have an adverse effect on the quality, or capacity of the IAPT service, and to keep each IAPT Managers informed of these.
- To be familiar with the databases used in DGS IAPT services and to use the statistical data these generate for the management and improvement of the service.
- To support in maintaining effective processes for clients who have been assessed as unsuitable for the IAPT service to have a satisfactory alternative outcome.

North Kent Mind: IAPT Services Manager Person Specification

Essential	Desirable
Understanding or ability to quickly gain an understanding of the IAPT project and targets / expectations of the services	<ul style="list-style-type: none"> ▪ Understanding of the structure of the NHS ▪ Understanding and knowledge of primary care services and their structure and management ▪ Experience of working with third sector partners to identify and deliver services ▪ Experience and knowledge of local communities , their diversity and needs
Comprehensive knowledge and experience in project management	
The ability to produce reports and statistical data for senior management	Experience of Audit and Statistical analysis
Experience dealing with people at all levels including external agencies	Experience of developing excellent working relationships with professionals and other stake holders at all levels of an organisation

An understanding of the needs of mental health service users and their families	Experience of effective communication with service users with mental health problems and effective communication with carers
Excellent written, verbal and presentation skills; ability to communicate at all levels	
Excellent knowledge of Microsoft Office packages including Outlook, PowerPoint, Excel	
Excellent interpersonal and communication skills, creative and confident to be able to build good working relationships within the wider team and with a wide range of community groups and service providers.	Ability to communicate in locally-relevant languages other than English
Excellent organisational skills to be able to plan and prioritise workload to meet tight deadlines and deliver agreed objectives within agreed timeframes	
Flexible and able to adapt to changing situations	
Proven track record in service development	
Belief in the standards of conduct, performance and ethics as declared by the Health and Care Professions Council	
Ability to get around to the various venues and services within the DGS area.	Car Driver