

Job Description - Proposed

Job Title	Area Manager
Function	Operations
Department/Team	South & Midlands/ NE, Cumbria and SE / Yorkshire & North West
Reports to	Head of service / Director of service
Direct Reports	Service Managers TBC
DBS Check Level Required	Enhanced
Grade/Job Evaluation Level	TBC
Salary Banding	TBC
Created/Reviewed date	June 2025

You will be working for

As a dynamic and purpose-driven organisation, we recognise that our people are at the heart of everything we do. The Area Manager will play a pivotal role in creating an environment where our staff and volunteers feel valued, supported, and empowered to deliver lasting change.

Our charity is committed to creating meaningful impact in the lives of those we serve. As a values-driven organisation, we understand that our people are central to achieving our mission.

Within Operations we are responsible for ensuring the smooth and effective delivery of services. By ensuring services are well-coordinated, compliant, and responsive to the needs of the people we support, our work will directly enhance service quality, improve outcomes for individuals, and strengthen Waythrough's overall impact in transforming lives and communities.

Purpose of the Role

To lead and develop a portfolio of services across a designated region ensuring they are safe, sustainable, person-centred, and high performing.

The role combines oversight with operational delivery and staff leadership, driving innovation, continuous improvement, and service excellence.

Key Accountabilities

(List of accountabilities specific to this role)

Planning/Service Delivery

- Lead and manage the day-to-day delivery of services, ensuring adherence to organisational and/or regulated service standards (such as CQC, OFSTED, QAF) and other applicable legislation (e.g., Mental Capacity Act, Safeguarding legislation).
- Implement, monitor, and continuously improve service models, pathways and outcomes promoting high quality care and identifying opportunities for improvement/development.
- Act as lead contact with commissioners and key stakeholders in your area.
- Contribute to regional strategy, including service transformation, organisational initiatives and business development.
- Collaborate closely with the Governance, Quality and Regulation department to embed quality assurance processes and maintain compliance with organisational and regulatory frameworks.
- Work closely with the Quality and Compliance team in preparation for internal and external inspections and audits.
- Uphold safeguarding responsibilities.
- Lead/support mobilisation and restructuring of new or existing services.
- Ensure innovation in service delivery and adaptation to local needs and priorities.
- Manage contracts with sub-contracted partners to ensure standards are met.
- Identify and support opportunities for tendering and contract expansion with the Business Development Team.
- Lead risk management across services, people, and property.
- Take responsibility for health and safety and managing premises and facilities.
- Provide leadership by communicating strategic decisions and deputising for senior leaders when needed.
- Act as the CQC Registered Manager in accordance with the Health and Social Care Act 2008 (Regulated Activities) Regulations 2014, maintaining overall responsibility for compliance with all statutory and regulatory requirements related to regulated services within the role's remit, including;
- Ensure services consistently meet the CQC Fundamental Standards of Care, including safety, effectiveness, responsiveness, and leadership.



- Attend quarterly Quality and Compliance review meetings with the CQC Nominated Individual, reporting regulatory, compliance, and service quality matters.
- Maintain accurate and up-to-date documentation and records as required by CQC to demonstrate compliance.

People

- Manage, mentor, coach and ensure the development of staff reporting to you, including volunteers. This includes involvement in delivering appropriate training, recruitment, induction, monitoring performance, managing absence and conducting appraisals/supervisions.
- Support and lead service staff to deliver person-centred care that complies with legal requirements and promotes dignity, respect and safeguarding principles.
- Drive a culture of accountability, transparency and continuous learning to meet and exceed organisational/regulatory standards.

Finance

- Develop, manage, and monitor budgets to achieve financial viability.
- Mitigate financial risk, including void management and cost controls as appropriate.
- Support the development of annual budget projections and ensure services operate within agreed budgets.

Performance

- Drive effective use of management information and dashboards to monitor KPIs, performance and impact.
- Ensure effective systems are in place and utilised for monitoring and recording service activity.
- Support achievement and maintenance of KPIs and targets.
- Analyse performance information to drive continuous improvement.
- Provide detailed, high-quality reports and briefings for senior leadership, commissioners, and stakeholders.

Development and Engagement

- Participate in leadership forums, working groups, and organisational activities.
- Represent the organisation professionally with partners, stakeholders and service users, building effective internal and external



relationships which uphold organisational/regulatory standards and promote continuous service improvement.

- Network and develop community and stakeholder links to raise service/organisational awareness promoting retention and growth.
- Build strategic alliances and community links to improve social capital and ensure services are accessible and inclusive, particularly for underrepresented groups.

General Accountabilities

(List of accountabilities applicable to all roles)

- Model our organisational values and leadership behaviour that sets the tone for leaders/managers across the organisation.
- Create a culture of excellence and care which is collaborative and actively demonstrates our commitment to the people we support, and our core purpose.
- Demonstrate and lead a culture of development, learning and continuous improvement so that everyone can thrive.
- Maintain constant awareness of both the external and internal landscape, horizon scanning for growth opportunities and new developments.
- Develop and maintain appropriate and effective organisational processes, systems, and staffing structures to ensure the organisation meets its legal and regulatory responsibilities including safeguarding.
- Work in accordance with all relevant legislation, policies, procedures and guidelines.
- Keep abreast of latest developments and good practice in own professional areas. Anticipate possible future developments which may affect the organisation.
- Participate in any root cause analysis or review of constraints and/or delays, when necessary, to deliver effective evaluation and continuous learning.
- Promote and adhere to the organisation's equality, diversity and inclusion approach.
- This job description is non exhaustive, and we reserve the right to amend and review as appropriate



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Additional Information

- Willingness to travel, work flexibly, and take part in on-call arrangements.
- The role will be based in and visible across designated services.

Values

Our Values

- **Kindness** - Be generous, caring and compassionate
- **Courage** - Be bold, trust, commit
- **Respect** - Everyone deserves dignity

Person Specification

Qualifications	Essential or Desirable
Level 5 Management or Leadership qualification (or working towards) or equivalent experience	E
Degree-level education or professional qualification (e.g., RMN, DipSW)	D

Skills	Essential or Desirable
Ability to lead and manage a team	E
Understanding of safeguarding frameworks and relevant government strategy	E



Resilient, flexible, inclusive, credible, empathetic, organised	E
Proficient in Microsoft Programmes	E
Ability to use Management Information Systems effectively along with good data analysis skills	E
Able to manage budgets	E
Highly developed organisation and prioritisation skills	E
Understanding of void management	D

Experience	Essential or Desirable
Leadership and management of teams in drug and alcohol recovery, mental health, housing, young people and families, employability or relevant delivery sector	E
Performance management including delivery sector specific monitoring systems and tools	E
Management of service budgets and financial performance.	
Business development activity	D
Application of Government strategy and policy to service delivery	E
Positively contributing to organisational change and development	E
Working within quality frameworks such as CQC, Ofsted and QAF	E
Significant experience of inter-agency/partnership working	E

