

JOB DESCRIPTION & PERSON SPECIFICATION

Director Area: Adult Care & Community Wellbeing

Job Ref Number: 04368

Service Area: Strategic Commissioning

Grade: G12

Job Title: Market Shaping Manager

PURPOSE OF JOB:

The Adult Care Market Shaping Manager is responsible for influencing the development and delivery of a proactive, sustainable and diverse adult care market, meeting current and future needs of local people. This role ensures the Council and the wider Health and Care system meets Care Act 2014 market-shaping and provider-sustainability duties, utilising robust intelligence, engagement and targeted, strategic interventions, to influence supply, quality, innovation and value for money across adult care provision.

The post holder prioritises improving outcomes for people by ensuring a vibrant and diverse care market operate across the Lincolnshire landscape, delivering effective services; through establishing robust working relationships with the care market; delivering a robust evidenced based approach to informing commissioning strategic intent on direction of travel of commissioned services; leading a proactive and direct approach to market shaping; collaborating internally and across the care system in the development of a shared vision for care services.

The postholder will lead on maximising a range of levers including utilising robust data, intelligence and quality insight, to anticipate risk, influence commissioning decisions and assure the council of market stability, capacity, safety and performance.

The postholder will significantly contribute to ensuring the delivery of statutory functions, including a sufficient supply of high quality, diverse care and support services and whole market oversight, ensuring an approach is embedded, to proactively manage market risk and drive continuous improvement.

To deputise for the Strategic Market, Integration, Partnerships & Engagement Manager.

TEAM STRUCTURE:



MAIN DUTIES:

1	Lead the development and delivery of the adult social care market-shaping strategy, in line with the Care Act 2014, aligned to corporate priorities, prevention agendas and wider system plans.
2	Develop and deliver, through collaboration a suite of care market engagement plans.
3	Hold accountability for overseeing planning, development and implementation of programmes of market shaping and commissioning activity, ensuring delivery in line with required outcomes, performance targets, measurable benefits and effective risk management.
4	Through the lens of intelligence, manage and co-ordinate areas of targeted development, cultivating a dynamic market, highlighting gaps in provision; focused on building and maintaining market capacity and innovating service delivery.
5	Drive the use of market intelligence to understand current and future supply, demand, cost pressures and workforce capacity. Identifying market over-reliance risks and opportunities for new or alternative models of care and support.
6	Lead the development and embedding of market intelligence strategy, emanating from a range of quantitative and qualitative sources, from across the health and care system, regional and national intelligence.
7	Collaborate on the development of the fair cost of care policy, as part of a broader set of social reform national initiatives, intended to address underfunding across the care sector
8	Lead the development of analytical methodologies, to produce comprehensive intelligence, incorporating demographic, supply, demand and financial data to forecast future market needs across care and support services.
9	Align market shaping activity with wider system priorities, including Integrated Care Systems (ICS) and health partnerships, contributing to a shared strategic integration agenda.
10	Accountability for ensuring the annual market position statement is underpinned by intelligence, quality and financial insight.
11	Operate collaboratively across strategic commissioning, to proactively support system responses to market fragility, workforce challenges, inflationary pressures, and continuity of care.
12	Demonstrably ensure people with lived experience, carers and communities influence market shaping activity, to realise a diverse, high-quality market that supports choice, control, and positive outcomes.
	Influence wider economic, housing, and workforce strategies that impact adult social care
13	Support market development activity, including innovation, transformation and diversification of provision, ensuring a unified approach across system partners, including health, housing, voluntary sector and neighbouring authorities.
14	Champion equality, diversity and inclusion in service design and supply, through the promote services that meet the needs of diverse communities and those with complex needs.
15	Ensure the care system understand the requirement for market-shaping activity to be legally compliant, transparent and defensible.
16	To prepare, present and deliver reports, financial challenge and project documentation for relevant scrutiny panels, health and care system boards, committees, and Senior Managers.
17	To remain compliant with all relevant legislation, organisational procedures, policies and professional codes of conduct in order to uphold standards of best practice.
18	Ensure compliance across legislation and government guidance, through detailed knowledge of relevant adult social care legislation, regulation and national guidance including Care Act 2014, Health and Social Care Act 2008 and Local Authority Adult Care inspection regime.

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PERSON SPECIFICATION

Requirements	Where identified*	Essential	Desirable
A degree, equivalent qualification, in a relevant discipline such as commissioning and/or research and/or planning, business management and/or financial planning or substantial equivalent experience across adult social care commissioning or strategy	A	✓	
A management qualification or significant experience in a management role and managing staff	A/I	✓	
Significant experience in commissioning, market development or strategy. Demonstrating a robust understanding of adult social care markets, market economics and workforce challenges	A/I/P	✓	
Sound knowledge of the Care Act 2014, including market-shaping and sustainability duties.	A/I	✓	
Significant experience operating within the commissioning cycle	I	✓	
Experience of managing care market shaping and developing	A/I	✓	
Expert knowledge of regulated and non regulated care markets	A	✓	
Experience of working across health and care systems (e.g. ICS working). Proven ability to influence cultural change across large, complex organisations.	I	✓	
Ability to evidence effective outcomes through intelligence led market shaping, leading to the design and implementation of flexible, creative and imaginative approaches, underpinning continuous improvement.	A/I/P	✓	
Demonstrable capability to develop multidisciplinary teams, fostering professional development and a high performance culture.	I		✓
Experience of managing a team, to advance outcomes based commissioning.	A/I	✓	
Experience of the political landscape, legislative frameworks, and regional and national drivers surrounding the areas covered within the portfolio.	A	✓	
Ability to identify, manage and contribute to risk mitigation including financial risks	A	✓	
Demonstrable skills in the ability to manage a range of priorities, operate under pressure, flexibly and sensitively to achieve specified objectives	A/I/P	✓	
Advanced analytical and judgemental skills, the ability to draw qualitative and quantitative intelligence to draw both conclusions and recommendations to inform strategic intent.	I/P	✓	

Advanced communication skills in both written and verbal form.	A/I/P	✓	
High level commercial and financial understanding in the context of commissioning.	A	✓	
Highly developed negotiating and exerting influence skills across areas, for which the postholder has no direct management accountability both internally and externally.	I/P	✓	
Effective utilisation of IT skills in day to day work – including Microsoft Office package, including competence in use of Word, Excel and PowerPoint as a minimum (or equivalent)	A	✓	
Commitment to equity, diversity, inclusion and embedding social value opportunities across procurement decisions, underpinning inclusivity.	A	✓	

*A = Application form T = Test/Assessment I = Interview P = Presentation

GENERAL

The postholder is required to take personal responsibility for contributing to organisational transformation and changes in ways of working, maximising the benefits and efficiencies for both internal and external customers, including the promotion and use of self-service to achieve maximum cost effectiveness.

The postholder is expected to work to the Lincolnshire County Council Core Values and Behaviours and to carry out the duties in accordance with Lincolnshire County Council policies.

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

Safeguarding -. All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Lincolnshire County Council Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.