

Job Brief: Digital Social Care Ambassador – x2

Role type: Associate Lead Professional

Directorate: Adult Care & Community Wellbeing

Contract: Fixed term – 2 years

Coverage: 1 post East / 1 post West, with countywide travel as required

Purpose of the role

To support the mobilisation and implementation of Lincolnshire’s new **Enhanced TEC service** by building workforce confidence and capability, ensuring practitioners and partners understand:

- what the service offers
- what technology is available
- how to use the service effectively
- how to have strengths-based, person-centred TEC conversations
- how to support people, families and providers to adopt technology well.

This role contributes to Lincolnshire County Council’s Adult Social Care Strategy — delivering improvement initiatives, supporting the development of standards and processes that strengthen practice and ensuring that TEC is embedded at every stage of a persons journey. [Adult social care strategy 2026 to 2028 – Foreword - Lincolnshire County Council](#)

What you will do (key responsibilities)

You will:

1) Enable workforce readiness through learning and engagement

- Design and deliver a programme of **introductory and ongoing workshops** across Adult Care and trusted partner professionals.
- Tailor sessions to local need and to themes emerging from practice questions, service data, and strategic priorities.
- Provide drop-in style coaching / practical problem-solving support to help colleagues use the service confidently.

2) Create practical resources that make the service easy to use

- Produce and maintain **how-to guides**, “what to consider” prompts, conversation tools, FAQs, and workshop materials.

- Develop clear, consistent messaging so practitioners can explain TEC confidently to people, families and providers.

3) Provide TEC advice and support to practitioners and professionals

- Support practitioners to identify TEC potential and integrate it into strengths-based conversations.
- Advise on everyday technology and Enhanced TEC options, helping practitioners match solutions to outcomes and risks.
- Support practitioners with the *people side* of adoption — confidence-building, troubleshooting, and helping families/providers understand how technology can support the person and them.

4) Work closely with the commissioned provider and internal stakeholders

- Build a strong working relationship with the **TEC service provider** to ensure aligned messages, smooth handoffs and shared learning.
- Work with Adult Care leaders and teams to embed the service into everyday practice approaches.

5) Support continuous improvement

- Capture feedback from practitioners and partners and use it to improve workshop content and resources.
- Use data and feedback to contribute to the continued development of the service.
- Contribute to the wider practice development work programme.

6) Monitor and interpret data from technology

- Monitor data from technology provided through the service and interpret what this means
- Liaise with people, their families, adult care practitioners and other professionals, where TEC data identifies changes, to ensure that proactive action is taken to prevent deterioration

Key relationships

- Adult Care practitioners and leaders
- TEC service provider implementation and delivery teams
- Partner professionals (e.g., trusted assessors / other professionals engaged in workshops)

- Internal teams supporting mobilisation and practice development

What success looks like (example outcomes)

By the end of the role, we would expect:

- Practitioners report increased confidence having TEC conversations and using the service.
- Consistent understanding of the service offer.
- Workshops and resources are widely used and updated based on practice feedback.
- Strong working relationships with the provider support a smooth implementation and continuous improvement.

Skills and experience

- Experience supporting the development of others
- Confident facilitator: able to design and deliver workshops to mixed audiences.
- Strong communication and relationship-building skills.
- Comfortable with technology and able to explain it in plain English, linking it to outcomes.
- Able to travel across Lincolnshire and work flexibly across localities.