



Eileanan Siar
Western Isles

A large, semi-transparent teal circle containing the text 'Digital Navigator'. The circle is set against a background of a landscape with stone pillars under a blue sky with clouds. The overall design features overlapping teal and blue geometric shapes.

Digital Navigator

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Western Isles Health Board
The best at what we do



Job Advert



Digital Navigator
Band 5 £26,104 - £32,915 per annum
Plus £1,117 Island Distant Allowance per annum
37.5 hours per week
Fixed term to 31st May2022

An opportunity has arisen for exciting new Digital Navigator role with NHS Western Isles as part of involvement in the EU supported mPower cross-border project with partners in Scotland, Northern Ireland and the Republic of Ireland. The mPower project began in Lewis and Harris in 2018 seeking to help transform older people's services across partner organisations by empowering more people to self manage their health and care issues in the community and alleviating pressures on primary care services.

The Digital Navigator post will support our Community Navigators who assist clients with self- management and anticipatory care approaches of health, social care and third sector partners to identify persons at risk who could benefit from technology enabled care interventions. In this they will use a person centred approach to support clients to access and exploit technologies which may help them socially connect to friends and family as well as better self-managing health conditions within their own home.

The postholder will be responsible for administration of recording systems and documentation as well as report production in support of the delivery of this service.

For this role the candidate will require to have excellent interpersonal skills and experience in managing change particularly through the role of technology in person centred approaches. A certificate/diploma level qualification in health or social care is required or equivalent experience in a role supporting people with their health and wellbeing needs particularly via the use of technology. The candidate should have good knowledge of a range of ehealth interventions, social media tools as modes of engagement and dissemination and national and local policy in relation to consumer health and digital information. Extensive travel will be involved across the local project area for which a driving license will be an essential requirement for the post.

The posts will be line managed within NHS Western Isles via the local mPower Project Lead – Head of Public Health Intelligence.

In addition, postholders will have accountability to the mPower Programme Management Office, led by National Services Scotland via regular reporting and attendance at learning events across the programme area.

For an informal discussion about the post, please contact Martin Malcolm, Head of Public Health Intelligence & Information Services on 01851 708011.

The successful applicant will be required to register with the PVG Scheme (Protecting Vulnerable Groups Scheme). This post is not eligible for relocation expenses.

All NHS Western Isles vacancies appear on the NHS Scotland website: <https://apply.jobs.scot.nhs.uk/> along with a job description.

Any further queries please contact 01851 762027

Job Title: mPowerDigital Navigator – Uists&Benbecula AFC 5

Reporting To: Head Public Health Intelligence (WI NHS mPower Lead)

Department(s)/Location:Home or Community base tba

Job Reference number:

mPower is a project supported by the European Union's INTERREG VA Programme, managed by the Special EU Programmes Body.

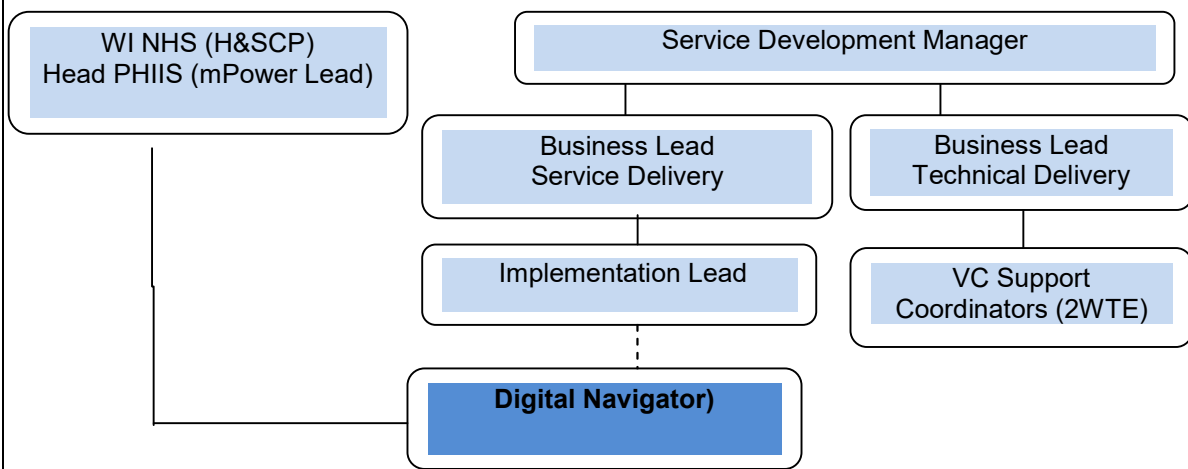
1. JOB PURPOSE

The Digital Navigator role will sit within NHS/local third sector organisation linking to wider voluntary/community groups and local Primary Health and Social Care services, supporting the frontline delivery of the **mPower** project.

The Digital Navigator role will support health, social care partnerships identify citizens at risk who could benefit from a social prescribing service, with technology enabled care interventions, utilising a person centred approach to develop personalised health and wellbeing action plans to reduce unnecessary presentation to unscheduled healthcare.

The Digital Navigator role will also support the local mapping of care and community based services to support the updating of the suite of community assets and services in support of personalised care available, to facilitate independence and build on individual capacity and resilience

2. ORGANISATIONAL POSITION



3. SCOPE & RANGE

mPower aims to stimulate transformation in older people's services in the Republic of Ireland, Northern Ireland and Scotland by enabling people to live well, safely and independently in their own homes, supported by a modernised infrastructure for healthy ageing. **mPower** will champion a preventative approach to care, supporting societal change by empowering more people to self manage their health and care issues in the community and alleviating pressures on primary care services. This will include the development and deployment of Health & Wellbeing Plans supported by a Digital Navigator role and the delivery of eHealth/technology enabled care interventions to 7,000 beneficiaries across the 3 jurisdictions.

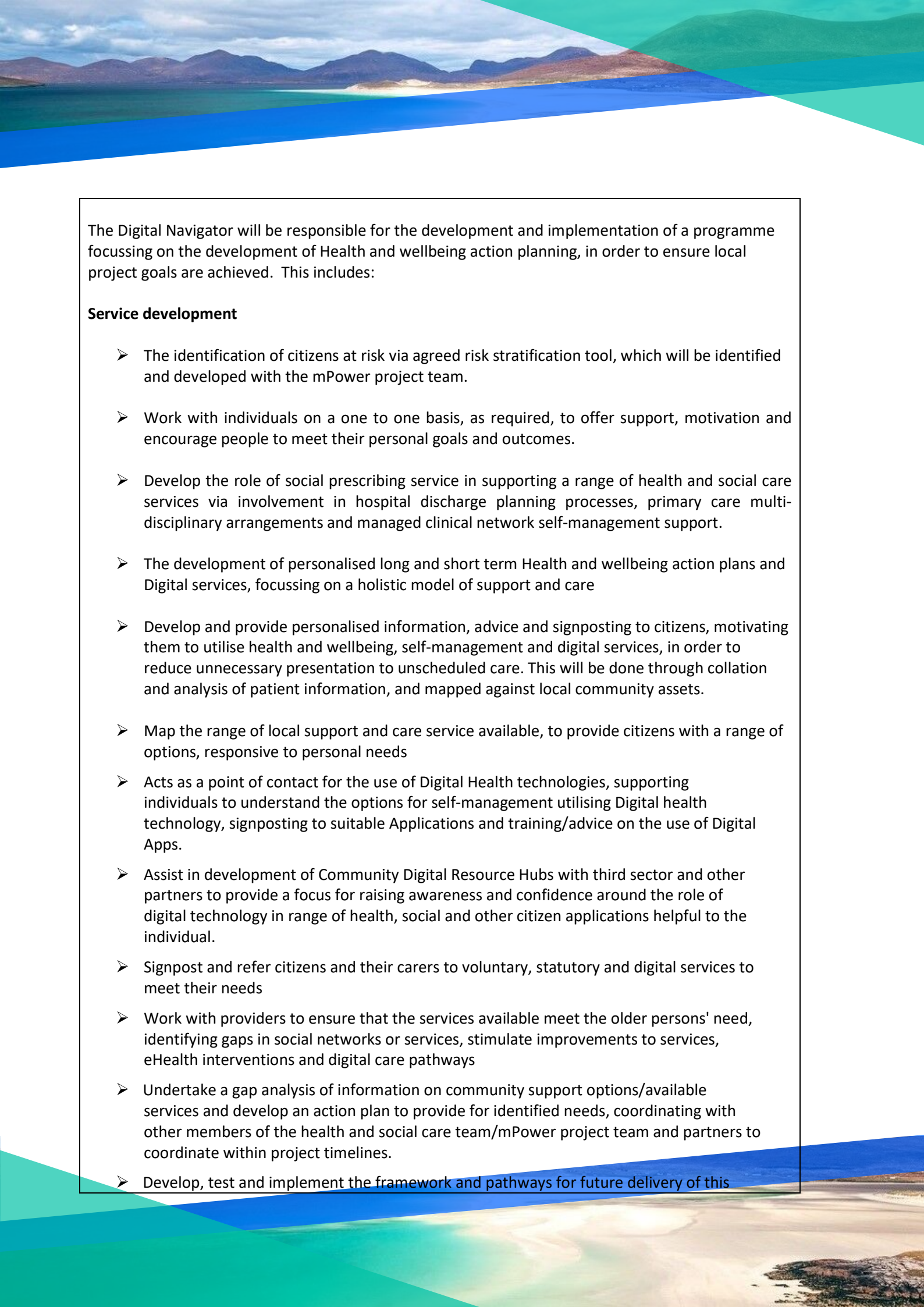
The **mPower** project will target citizens in the 65+ age group. A single "cross border" service will operate to deliver care across Ireland, Northern Ireland and Scotland.

The service will deliver:

- A Digital Navigator service that will undertake single point of contact, one to one support, coproducing Wellbeing action plans, focussing on prevention and self management.
- Increased use and episodes of eHealth interventions though the use of Home and Mobile Health monitoring, Digital Health and Wellbeing Services and Apps, and Video enabled care consultations.

In addition, the project will deliver an Improvement and Support Programme for project staff, community sector and primary care staff. This will facilitate shared learning, service improvement and transformation to traditional medical models of care.

4. MAIN DUTIES/RESPONSIBILITIES



The Digital Navigator will be responsible for the development and implementation of a programme focussing on the development of Health and wellbeing action planning, in order to ensure local project goals are achieved. This includes:

Service development

- The identification of citizens at risk via agreed risk stratification tool, which will be identified and developed with the mPower project team.
- Work with individuals on a one to one basis, as required, to offer support, motivation and encourage people to meet their personal goals and outcomes.
- Develop the role of social prescribing service in supporting a range of health and social care services via involvement in hospital discharge planning processes, primary care multi-disciplinary arrangements and managed clinical network self-management support.
- The development of personalised long and short term Health and wellbeing action plans and Digital services, focussing on a holistic model of support and care
- Develop and provide personalised information, advice and signposting to citizens, motivating them to utilise health and wellbeing, self-management and digital services, in order to reduce unnecessary presentation to unscheduled care. This will be done through collation and analysis of patient information, and mapped against local community assets.
- Map the range of local support and care service available, to provide citizens with a range of options, responsive to personal needs
- Acts as a point of contact for the use of Digital Health technologies, supporting individuals to understand the options for self-management utilising Digital health technology, signposting to suitable Applications and training/advice on the use of Digital Apps.
- Assist in development of Community Digital Resource Hubs with third sector and other partners to provide a focus for raising awareness and confidence around the role of digital technology in range of health, social and other citizen applications helpful to the individual.
- Signpost and refer citizens and their carers to voluntary, statutory and digital services to meet their needs
- Work with providers to ensure that the services available meet the older persons' need, identifying gaps in social networks or services, stimulate improvements to services, eHealth interventions and digital care pathways
- Undertake a gap analysis of information on community support options/available services and develop an action plan to provide for identified needs, coordinating with other members of the health and social care team/mPower project team and partners to coordinate within project timelines.
- Develop, test and implement the framework and pathways for future delivery of this

service

Stakeholder engagement

- Develop, build and maintain relationships with all key stakeholders, to include statutory and non-statutory services, older people, carers and volunteers to create the conditions for improved health and social wellbeing by building capacity and resilience
- Seek and identify new and creative opportunities for the raising awareness/engaging with the public
- Organise and lead stakeholder engagement events on themes which promote, wellbeing and digital literacy as required
- Promote and develop engagement from all community assets (Councils, housing executives, business communities, learning establishments and innovation centres)
- Co-produce new policies with stakeholders to develop digitally integrated health and social care structures.
- Compile reports and papers relating to performance for project team this will require the post holder to use statistical software to extract data from the relevant systems in order to report to the relevant stakeholders.
- Engage with other organisations/groups and deliver presentations to partners, local health and social care teams, and the general public/beneficiaries.

Administration

- The post holder will be responsible for the development and maintenance of systems and processes to maintain accurate records relating to service and project data/expenditure requirements, following agreed processes for storing and transferring information, maintaining citizen confidentiality at all times.
- Gather and collate service user feedback for responsible area, and provide support to overall service evaluation.
- Manage local complaints process, responding appropriately to relevant parties, contributing to collation, which may result in changes to policy/process.
- Support the cross-border areas and **mPower** steering groups, facilitating meetings as required
- Attend relevant project meetings, webinars and conferences as required to disseminate learning and knowledge transfer.
- Responsible for stock control of public information materials in relation to mPower.

Organisational and Professional development

- To attend and participate in regular 1-2-1 meetings, supporting an annual appraisal

process

- To undertake relevant training as required

5. SYSTEMS & EQUIPMENT

- Microsoft Outlook 365 – Email and Diary Management
- Microsoft Word 365 to produce and review reports
- Microsoft Excel 365 to review and compile data
- Microsoft Power Point 365 to design and produce presentations
- Local project database
- Internet and Intranet
- Use of a mobile telephone with prolonged conversations on a very frequent basis
- Daily use of laptop/computer/tablet for prolonged periods (up to 4 hours on a daily basis).
Use of:
- Use of equipment to provide different methods of presenting management information including materials such as video, laptop, computers/multi-media equipment
- Digital health support – to include Home and Mobile health technology, Digital health and wellbeing Apps, and Video enabled care services e.g. Near Me VC, Remote Monitoring devices e.g. Whzan, Social Smarthubs e.g. KOMP.
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6. DECISIONS & JUDGEMENTS

The post holder is responsible for programmes of work in relation to partnership and stakeholder engagement as outlined in Job Purpose section. The post holder is expected to:

- Exercise own initiative, judgement and discretion in relation to achievement of key objectives
- Following completions of community assets, identify beneficiary needs and develop plans would meet their individual requirements

- Recommend the best and most cost-effective communication channels to support varying audiences and stakeholders
- Make judgments and decisions to set priorities, working flexibly to gain stakeholder support
- Prioritise and manage own workload, with minimal supervision
- Ability to recognise issues that require escalation

7. COMMUNICATIONS & RELATIONSHIPS

Internal

- The post holder will require communicating with, and developing good working relationships across all levels of the **mPower** project team, and other key stakeholders. This will require excellent communication and presentation skills.
- Impart information on local project performance to Implementation lead, and partners, which may not be well received e.g. not meeting local targets.

External

- The ability to communicate **mPower** objectives and messages clearly and effectively
- Negotiating and communicating complex information such as Health and wellbeing plans to beneficiaries/carers that will require tact and diplomacy/adaptation of language to ensure they will understand
- Engage with primary care teams, utilising high-level persuasion skills to inform new ways of managing older people with long-term conditions.
- Impart challenging information to beneficiaries/carers, which may go against traditional beliefs, and require significant persuasion skills to make relevant lifestyle changes.
- Represent the **mPower** project on appropriate groups and committees
- Interact with a range of service users, stakeholders, volunteers, carers, Industry and academic staff

8. PHYSICAL DEMANDS OF THE JOB

Physical Effort

- Daily requirement for deskwork with long periods of concentration.
- Required to use keyboard/VDU often for prolonged periods (e.g. when producing urgent / critical

documents).

- Daily travel as required. This could involve car, rail or air travel with long periods of sitting in restricted spaces
- Moving and handling of equipment such as Laptops, projectors, flip charts etc

Mental Effort

- Daily requirement for long and intense periods of concentration and decision making e.g. wellbeing action plans, writing reports, analysis of data / information received.
- Significant communication by mobile phone /email/conference call
- Frequent expectation of interruption to daily tasks.
- Multi-tasking and effective time management.

Emotional Effort

- Demands of prioritising workload and ability to manage under pressure
- Ability to work sensitively in difficult emotional circumstances with empathy, compassion and understanding when regularly dealing with older people and their carers
- Treat service users, carers and families with dignity, respect different cultures, religions, ways of living and other personal characteristics at all times
- Some expectation of overnight stay and periods away from home and family

9. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB

- Developing and maintaining effective relationships/partnerships with a diverse range of organisations and people, across different sectors
- The post holder may often be working away from their base. This will require the need to be self directed, resourceful, and be able to work alone
- Supporting national programmes of work, with implications for local partners and communities across Ireland, Northern Ireland and Scotland.
- The ability to meet tight timescales whilst dealing with conflicting priorities

10. KNOWLEDGE, TRAINING & EXPERIENCE REQUIRED TO DO THE JOB

Experience

- Certificate/diploma level in health or social care, or significant demonstrable experience working in a role that identifies the emotional, psychological and physical needs of vulnerable people and/or groups in a community environment. This may include within a digital literacy and upskilling role.
- Experience of adopting a person centred approach or innovative models of working with vulnerable people
- Experience of working and supporting people with a wide range of health and wellbeing needs
- Experience of working with a range of professionals and organisations
- Experience of working with a diverse range of people and culture
- Experience of working in a busy and demanding work environment

Skills/Knowledge

- Excellent written and verbal communication skills, with proficiency in report writing
- Knowledge of Health, social care and voluntary sectors, understanding the challenges affecting local communities
- Be able to demonstrate knowledge and understanding of services, ehealth interventions and community activity for older people provided across all sectors
- Posses an awareness of relevant national and local policy in relation to consumer health and digital care information
- Demonstrable leadership skills, particularly influencing and inter-personal skills
- Ability to work effectively as part of a team, sharing information, communicating and negotiating with colleagues across sectors
- Strong focus on achievement and delivery, with a creative but pragmatic approach to

problem solving

- Experience in managing change
- Excellent communication skills
- Line management skills and experience

Personal qualities

- Commitment to collaborative working
- High degree of empathy, understanding and integrity
- Diplomatic, calm and objective
- Highly organised
- Ability to travel

11. STANDARD ELEMENTS

Confidentiality

Comply with all approved NHSWI Policies and Procedures.

Comply with NHSWI Communication Strategy and Media Strategy.

This involves taking the necessary precautions when transmitting information only disclosing it to those who have the right and need to know it.

All personal health information is held under strict legal and ethical obligations of confidentiality.

NHS staff must follow guidance (NHS Code of Practice on Protecting Patient Confidentiality) before disclosing any patient information. All staff must respect confidentiality of all matters that they may learn relating to their employment, other members of staff, patients and their families.

Health and Safety:

Assist in maintaining own and others' health, safety and security.

This involves:

- a) Complying with Board health and safety policies, procedures and participating in mandatory training.
- b) Maintaining a safe working environment and reporting any issues of concern as appropriate.

NHS Western Isles attaches the greatest importance to the health and safety of its employees. It is the Board policy to do all that is reasonable to prevent personal injury and hazard to health by protecting staff and others including the public from foreseeable hazards compatible with the provision of proper

services to patients. The Board expects its entire staff to take reasonable care of their own health and safety and that of others who may be affected by their acts or omissions at work. More detailed information is given in departmental safety policies where appropriate.

Ensure own actions support equality, diversity and rights.

This involves:

- a) Acting in ways consistent with the Board’s policies and procedures.
- b) Treating those you come into contact with equitably and with respect.
- c) Recognising the need for aids or adaptations.

12 . JOB DESCRIPTION AGREEMENT

I,, confirm that the job description and person specification attached have been discussed with me and are an accurate and up-to-date account of the duties and responsibilities and skills/qualifications required to undertake the post.

Job Holder’s Signature:

Date:

Head of Department Signature:

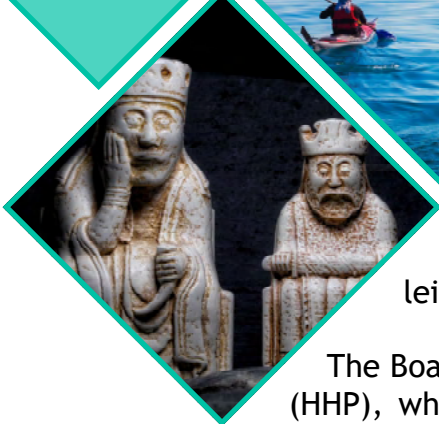
Date:



The Western Isles, also known as the Outer Hebrides, are a chain of islands which lie 55km off the west coast of Scotland. The islands have a population of around twenty-seven thousand people.



Those who enjoy outdoor activities will find that the islands have a lot to offer. Outdoor pursuits such as horse riding, hiking, and fishing are popular, as are water sports such as canoeing, surfing, and kayaking. Further information about outdoor and sporting activities can be found on the Outer Hebrides Tourism Information website.



The local Council website provides information regarding schools, jobs, bus timetables, and opening times of the leisure centre.

The Board works in partnership with Hebridean Housing Partnership (HHP), which means that Key Worker Status will form part of their Housing Allocation Policy. For more information, please visit the HHP website.

If you have any specific queries regarding your move, please do not hesitate to contact your Line Manager, who will do their best to answer them.

Links

visitouterhebrides.co.uk
welovestornoway.com
hebrides-news.com
hebrideanhousing.co.uk
cne-siar.gov.uk

About NHS Western Isles

The Western Isles Health Board employs over one thousand members of staff, excluding GPs and Dentists. There are three main hospitals situated in the Western Isles:

Stornoway—Western Isles Hospital (Ospadal nan Eilean Siar)

Benbecula—Uist and Barra Hospital (Ospadal Uibhist agus Bharraigh)

Barra—St Brendan's Hospital

There are a number of GP and Dental Practices across the Western Isles. Community nursing services operate out of general practice premises and at community offices in key locations.

There are only two medical practices in Stornoway: the Broadbay Medical Practice on Francis Street (tel 01851 703588) and the Group Practice on Springfield Road (tel 01851 703145). Both have a pharmacy attached to the practice for the dispensing of prescriptions.

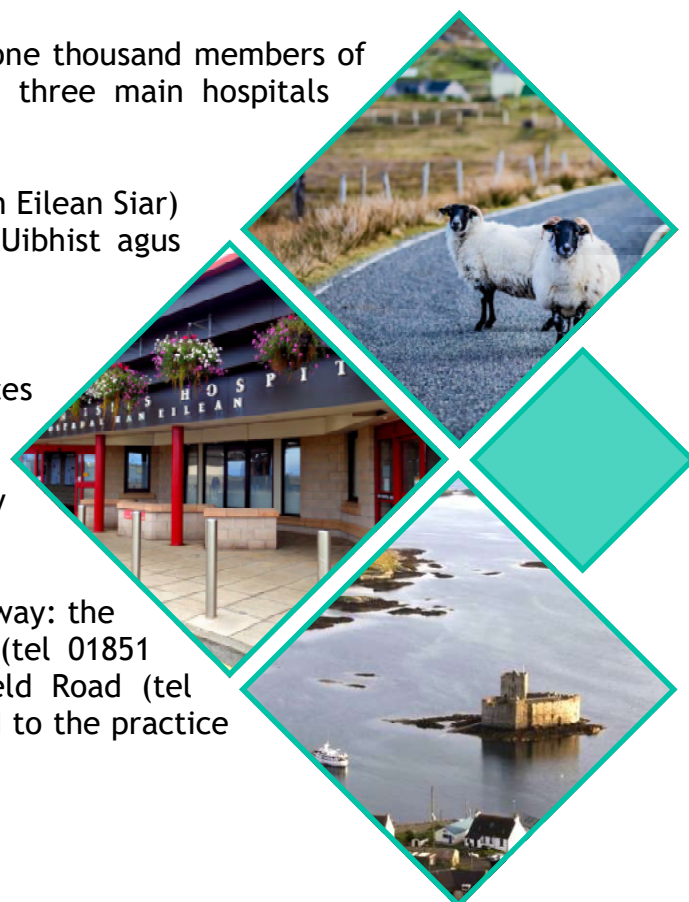
Web

wihb.scot.nhs.uk

The latest information about the Board's response to the COVID-19 pandemic can be found on the Board's dedicated website.

Web

coronavirus.wi.nhs.scot



Transport Information

The islands are accessible from mainland Scotland by ferry or by plane (please note that both services can be affected in the winter).

There are three airports on the Western Isles: Stornoway Airport, Benbecula Airport, and Barra Airport. The following destinations can be reached from these airports:

Stornoway Airport—Benbecula, Edinburgh, Glasgow, Inverness, Manchester

Benbecula Airport—Glasgow, Inverness, Stornoway

Barra Airport—Glasgow

All flights to and from the Western Isles are operated by Loganair.

If you live in the Highlands and Islands region of Scotland, you can apply for cheaper air travel through the Air Discount Scheme. Further information on the discounts available can be obtained via the Air Discount Scheme website.

There are nine ferry ports operating in the Western Isles. Routes run between the islands, as well as to and from the mainland. All routes are operated by Calmac. Further information on the individual routes, including timetables and prices, can be obtained via the Calmac website.



Links

Ferry Travel:
calmac.co.uk

Air Travel:
loganair.co.uk

Car Hire:
carhire-hebrides.co.uk
lewis-car-rental.com

Air Discount Scheme:
airdiscountscheme.com