

North Cotswold Primary Care Network

Person Specification: Technology and Digital Social Prescribing Link Worker

	Essential	Desirable
Education		
Degree or Advanced Level / NVQ Level 3 or equivalent qualification or working towards	✓	
Evidence of commitment to continued professional development	✓	
Must be willing to participate in any relevant training identified to develop skills needed to carry out the role	✓	
Training in motivational coaching and interviewing or equivalent experience		✓
Additional certification in healthcare technology, assistive technology, or a related field is desirable		✓
Experience		
Experience of working directly in a community development context, adult health and social care, learning support or public health / health improvement (including unpaid work)	✓	
Technical Acumen: Demonstrable understanding of various healthcare technologies and their application in primary care settings	✓	
Minimum of 2 years in health care setting or 2 years digital inclusion support or equivalent experiences	✓	
Knowledge of the latest trends and advancements in healthcare technology		✓
Experience of supporting people, their families and carers in a related role (including unpaid work)	✓	
Experience of supporting people with their mental health, either in paid, unpaid or informal capacity	✓	
Experience of working with the VCSE sector (in a paid or unpaid capacity), including with volunteers and small community groups		✓
Experience of data collection and using tools to measure impact of services	✓	
Experience of partnership / collaborative working and of building relationships across a variety of organisations	✓	
Skills and Knowledge		
Knowledge of the personalised care approach	✓	
Understanding of the wider determinants of health, including social, economic and environmental factors and their impact on communities, individuals, their families and carers	✓	
Understanding of and commitment to equality, diversity and inclusion	✓	

Knowledge of community development approaches	✓	
Knowledge of IT systems, including the ability to use word processing skills, emails and the internet to create simple plans and reports	✓	
Local knowledge of VCSE and community services in the locality		✓
Knowledge of how the NHS works, including primary care		✓
Personal qualities and attributes		
Ability to communicate effectively, both verbally and in writing with people, their families, carers, community groups, partner agencies and stakeholders	✓	
Ability to actively listen, empathise with people and provide person-centred support in a non-judgemental way	✓	
Adaptable to changing healthcare environments and technological advancements	✓	
Demonstrate ability to solve problems by applying innovative technological solutions	✓	
Analytical Thinking: Ability to analyse patients' needs and evaluate the effectiveness of technology in addressing these needs	✓	
Ability to maintain effective working relationships and to promote collaborative practice with all colleagues	✓	
Able to support people in a way that inspires trust and confidence, motivating others to reach their potential	✓	
Able to provide a culturally sensitive service, by supporting people from all backgrounds and communities, respecting lifestyles and diversity	✓	
Commitment to reducing health inequalities and proactively working to reach people from diverse communities	✓	
Ability to identify risk and assess / manage risk when working with individuals	✓	
Have a strong awareness and understanding of when it is appropriate or necessary to refer people back to other health professionals / agencies, when the person's needs are beyond the scope of the link worker role – e.g., when there is a mental health need requiring a qualified practitioner	✓	
High level of written and oral communication skills	✓	
Able to work from an asset-based approach, building on existing community and personal assets	✓	
Able to provide motivational coaching to support people's behaviour change	✓	
Commitment to collaborative working with all local agencies (including VCSE organisations and community groups). Able to work with others to reduce hierarchies and find creative solutions to community issues	✓	

Can demonstrate personal accountability, emotional resilience and ability to work well under pressure	✓	
Ability to organise, plan and prioritise on own initiative including under pressure and meeting deadlines	✓	
Ability to work flexibly and enthusiastically within a team or on own initiative	✓	
Understanding of the needs of small volunteer-led community groups and ability to support their development	✓	
Knowledge of and ability to work to policies and procedures, including confidentiality, safeguarding, lone working, information governance and health and safety	✓	
Other		
Current and valid UK driving licence with access to a car. Ability to travel across the locality on a regular basis, including to visit people in their own homes	✓	
Meets DBS reference standards and criminal record checks	✓	
Willingness to work flexible hours including evening and weekends to meet patients' needs for accessible service	✓	
Experience of using clinical systems including SystmOne or EMIS		✓
Understanding of the Data Protection Act and patient confidentiality, clinical governance, information governance and Caldicott requirements		✓
Knowledge of public health issues in the local area		✓
Knowledge of medical terminology		✓
Able to get on with others and strong desire to be an integral team player in a multidisciplinary team	✓	
Able to build and maintain relationships whilst maintaining appropriate professional boundaries	✓	