**A logo with text and a yellow heart

Description automatically generated with medium confidence Job Description**

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| **Job Details** | | | |
| **Job title** | Head of Introductory Care | **Reports to (job)** | Chief Operating Officer |
| **Team** | Operations | **Location** | Worcester Park / Gatwick House |
| **Job Dimensions** | Operations | **Hours** | Full Time |
| **No. Direct Reports** | 2 – Team of 2000 | **Career Level** | Senior Leadership Team |

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| **Why Trinity Homecare?** | |
| **Trinity Homecare Group** is a values-based organization dedicated to delivering exceptional care in people’s own homes. Our core values drive everything we do, from providing compassionate and personalized care to maintaining the highest standards in every aspect of our service. We offer a full spectrum of services, including introductory care, visiting care, and live-in care, ensuring that we meet a wide range of needs and outcomes with care and commitment.  Founded through the acquisition of the introductory care business, the group has expanded with several regulated care business acquisitions. These combined brands and services have made Trinity Homecare the largest private pay homecare provider in the south of England, with a reach that spans the entire UK.  We pride ourselves on having the best people, delivering care with integrity, and being innovators in the sector. As a values-driven company, we are committed to continuous improvement, striving to lead the market by upholding our principles and enhancing the care experience for every client we serve. | |
| **Why this job matters** | |
| The Head of Introductory Care plays a vital role in our business, complementing our regulated services and giving Trinity Homecare a unique ability to meet every client’s care needs—whether through introductory or regulated care. This position is essential in ensuring a seamless, high-quality care experience that not only meets but exceeds client expectations. Leading and inspiring a team of Client Relationship Executives, the Head of Introductory Care will be responsible for delivering exceptional service by ensuring carers are scheduled efficiently, addressing client concerns with speed and care, and maintaining outstanding service availability. A strong background in call centre operations is crucial, as this role requires managing high volumes of client interactions, optimizing response times, and ensuring an outstanding customer experience through effective communication and problem resolution. Beyond operational excellence, this role is instrumental in driving commercial success, fostering trust with families, and reinforcing Trinity Homecare’s reputation for reliability and compassion. The ideal candidate will have a proven track record in health and social care management, call centre leadership, a passion for delivering superior care, and the strategic vision to enhance both client satisfaction and business growth. | |
| **What you’ll be doing – your accountabilities** | **The skills you’ll need to succeed** |
| **Operational Leadership:** Oversee daily operations to deliver high-quality service and outstanding commercial success  **Team Management:** Lead, coach, and develop a team of Client Relations Executives to achieve strategic objectives.  **Customer Satisfaction:** Prioritise and enhance customer satisfaction through effective service delivery and continuous improvement.  **Strategic Planning:** Contribute to the strategic direction of the company, ensuring alignment with overall business goals.  **Performance Management:** Implement and monitor performance management systems to optimise/team and individual performance.  **Stakeholder collaboration**: Working with sales / marketing / finance and undergo monthly reviews on performance, budgets, team development.  **Continuous Improvement** : Systems, data insights and working patterns to increase client satisfaction , reduce costs and improve efficiencies | * **Commercial Acumen**: Strong understanding of commercial operations, with experience in managing budgets and financial performance. * **Technical Proficiency**: Proficient in Microsoft Office Suite, especially Excel and PowerPoint. * **Soft Skills**: Excellent interpersonal, communication, and problem-solving skills, with the ability to manage multiple priorities and projects. * **Strategic Thinking**: Demonstrated ability to think strategically and implement long-term plans. |
| **Leadership accountabilities** | **Experience you’d be expected to have** |
| **Client Satisfaction Rate**  **KPI**: Maintain a Net Promoter Score (NPS) of +20 or higher across all clients.  **Measurement**: Conduct quarterly NPS and client satisfaction surveys, analyze feedback, and implement improvement actions to enhance service quality.  **Client Contact & Engagement**  **KPI:** Ensure high levels of client engagement through call answer rates, talk time, proactive scheduling, and client feedback.  **Measurement:**  Call answering rate: Maintain a minimum of 95%.  Talk time: Ensure a minimum of 2.5 hours per day per Client Relations Executive (CRE).  Scheduling: Complete and confirm all bookings at least four weeks in advance.  Track and review client feedback to assess engagement levels.  **Introductory Service Profitability**  KPI: Develop and execute a commercial plan with the COO to achieve budgeted revenue and profitability targets.  **Measurement:**  Monitor revenue, expenses, and profit margins monthly.  Track client purchasing patterns to increase average service utilization days per client.  Identify and implement strategies to improve pricing, retention, and conversion rates.  **Team Retention & Carer Availability**  KPI: Ensure a sustainable and well-balanced supply of carers to meet demand.  **Measurement:**  Conduct monthly analysis of carer availability and churn.  Maintain a surplus of available carers relative to demand.  Ensure 100% of carers have an updated video profile and client feedback.  Track carer training compliance and take proactive measures to improve retention.  **Operational Efficiency**  **KPI:** Improve internal processes to enhance productivity, reduce costs, and ensure high service quality.  **Measurement:**  Track and optimize staff scheduling, overtime, and absence management.  Monitor and reduce unnecessary expenses.  Ensure timely recruitment for all open roles to maintain operational efficiency.  **Compliance & Regulatory Standards**  KPI: Achieve and maintain 100% compliance with internal policies, legal regulations, and quality standards.  **Measurement:**  Work closely with HR to ensure all carers have verified Right to Work documentation.  Ensure all carers complete mandatory training before placement.  Conduct quarterly compliance audits and take corrective actions where necessary.  Customer Complaint Resolution  KPI: Ensure all complaints are acknowledged within 24 hours, including weekends, and resolved within company policy guidelines.  Measurement:  Track resolution times and analyze complaint trends.  Provide monthly reports to the Executive Team on complaints, resolutions, and positive client feedback.  Implement service improvements based on recurring complaint patterns.  Stakeholder Management & Collaboration  KPI: Maintain strong relationships with internal and external stakeholders to drive operational and commercial success.  Measurement:  Collaborate effectively with Finance, Quality, Sales, Marketing, and HR to achieve company objectives.  Hold quarterly stakeholder meetings to align on key initiatives and track progress.  Employee Development & Training  KPI: Ensure at least 95% of staff complete relevant training and professional development annually.  Measurement:  Track training participation rates and completion levels.  Conduct monthly performance reviews and Personal Development Plan (PDP) check-ins.  Evaluate training effectiveness based on employee performance and skill improvements.  Strategic Goal Alignment  KPI: Set clear objectives for all direct reports that align with the company's strategic goals, ensuring timely achievement.  Measurement:  Conduct quarterly performance reviews to track progress.  Adjust objectives as needed to maintain alignment with evolving business priorities. | **Essential**   * **Leadership:** Proven track record of successful team leadership and operational management, preferably in a multi-site environment. * **Regulated Environment:** Experience working in regulated business with contact Centre experience * **Communication at Exec level:** Ability to present and communicate effectively at Exec / board level. |

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| **Org Chart** |
| COO  >  Head of Operations |