



# Persona

Head of Care  
**Candidate Pack**  
We're all about....



## A few words from our Managing Director Kat Sowden

**Thanks for your interest in our head of care role. Having led Persona from its creation, I know how important it is that we recruit people with the right skills and experience but also the right values and attitude.**

**We're a close knit team who all add something valuable to the organisation and we're looking for a head of care who can further enhance what we do and how we work.**

**This information pack will give you all you need to know about our fantastic organisation and will help you decide whether we're right for you. A big part of that is understanding and being able to embrace our values because that's the glue that binds us all together.**





**This is a really exciting time to be joining Persona as we're just embarking on a brand new strategy which is focussed around how we develop more enabling support that makes even more of a positive impact - for people we support, their families, our team and Bury as a whole. We have a unique position as a strategic partner to Bury Council and a partner in the local Integrated Care Partnership, and we're keen to play a strong role in making Bury a better place to live and work.**

**As a head of care, maintaining quality has to be your bread and butter, but beyond that you'll share our passion to continually drive for improvement. As an experienced care professional you'll know that no two days are the same and you'll come equipped with a toolbox of ideas and solutions as well as a can-do attitude. You'll be a collaborator who is able to recognise the skills and resources around you and work in partnership for the benefit of the people we support. So that should give you a flavour of what we're about. If we sound like your cup of tea, then read on....**

**Good luck with your application.**

*Kat*



# Our Vision and Values

**Our Vision is about enabling support which makes a positive impact on the lives of the people we support.**

At Persona we believe that the support we provide is unique to everyone, which means we need a mix of unique people with fantastic personalities, experiences and insights. One thing we all have in common is our values.

Our values were developed based on what we already saw in our staff and things that staff told us mattered to them, they are a reflection of all of us and they're embedded into everything we do.



Respectful



Enthusiastic



Adaptable



Caring



Honest

Do you share our values? Great, as we are looking for people who fit the role, but who will also fit into the wider Persona Team.



# A little bit about us



Persona is a local authority trading company of Bury Council. We stepped out of the local Council in October 2015 and have now been successfully trading for nearly 9 years

We believe in being the best version of ourselves and Art of Brilliance principles are embedded in our culture

We provide services across Bury

We employ 420 staff

We are proud members of the GM Good Employment Charter and we were the first adult social care provider to achieve this

We reinvest money into improving services for the people we support. We are currently developing community gardens and allotments and we have tried out new technology with our services

People are at the heart of everything we do - staff and people we support

We are passionate about our staff and our annual PersonAwards is the go-to event of the year

We have 3 main services Days, Stays and Lives to support older people and people with a learning disability



# A little bit about us

We are committed to reducing our carbon footprint through our Green Plan and have implemented initiatives such as glove recycling and purchasing electric maintenance vehicles

We operate from several buildings across the Bury borough

We are implementing electronic care monitoring across all of our services



We won the award for most improved large organisation at the 2023 Good Employment Charter Awards

In collaboration with Persona Your Voice, we purchased a holiday lodge to enable people we support to access affordable, accessible holidays

We have an established committee, Persona Your Voice, for people we support in order to collaborate on key changes across Persona

Our staff make suggestions through our Ideas Hub resulting in improvements and developments across services



# What people say about us

Here is a selection of some of the things that our staff, people we support and partners say about us

The team have been very helpful towards my son by introducing lots of activities he enjoys. Their support and help is very much appreciated.

Thank you so much for looking after my mum so well. I cannot believe how happy she has been with you the last couple of days. It's really appreciated.

The team I work with make the job I do so easy, we work very well as a team, and I would not want to work anywhere else.

The staff here are fantastic. They always greet me by my name.



# Our benefits

We know that our business is our people so we're passionate about being a good employer where people can feel truly engaged. Our range of benefits include:

## Persona Pension Scheme

You can join our pension scheme from your first day of employment. We have a 6% matched contribution scheme

## Annual Leave Entitlement

Your annual leave entitlement will be 26 days per year, plus you will be entitled to the 8 bank holidays

## Life Cover

As peace of mind for your family, we provide life cover at 3 times your salary

## Health and Wellbeing

Ensuring our staff look after themselves is a top priority for us, we have a range of health and wellbeing initiatives available for all staff, including an EAP, discount for a variety of retail outlets and signposting to external resources

**But beyond some of the standard stuff we live by our adaptable value and are keen to see people achieve good work life balance - even in our most senior roles. We're a bit quirky in places, so having flexibility to make life part of work is important to us and you might find some of us bring our hobbies, pets and family to work on occasion!**



# Your application

Now that you know a little bit about us, let us know a bit about you!

If you think this is the role for you and you would like to become part of the Persona Team, send a copy of your CV along with a covering letter, explaining why you would like to join us and what you can bring to the role via the link on the advert on the Persona Care and Support website, no later than 31 August 2025.



# Our Structure

