JOB SPECIFICATION

EQUALITY | RESPECT | LOVE

Post Title	Advocacy and Participation Manager
Salary Range	£35,175 - £41,383 per annum
Contract	Permanent
Hours of Work	21 hours per week – some evening and weekend work required. Hours can be worked flexibly.
Area	North East Region
Base Location	Dundee (hybrid) with travel across the North East
Responsible to	Director of Advocacy and Participation
Last Update	November 2026

Introduction

Who Cares? Scotland is Scotland's only national independent membership organisation for Care Experienced people. Our strategic vision is to secure a lifetime of equality, respect, and love for Care Experienced people in Scotland. At the heart of Who Cares? Scotland's work are the rights of Care Experienced people and the power of their voices to bring about change. We provide individual relationship based, lifelong independent advocacy and a range of connection and participation opportunities for Care Experienced people across Scotland. We work alongside Corporate Parents and others to broaden understanding and challenge the stigma experienced by Care Experienced people. We create opportunities for people with lived experience of care to influence policy makers, leaders, and elected representatives locally and nationally to shape legislation, policy, and practice. We do this collaboratively to build on the aspirations of The Promise and secure positive change.

Purpose of the Post

The Advocacy and Participation Manager will oversee the development of our independent advocacy services in the North East region, including our lifelong advocacy offering, and the engagement and empowerment of Care Experienced people through participation opportunities.

This role oversees work that is crucial in what it does for Care Experienced people, that is further validated by The Promise's commitment to independent and lifelong advocacy, which will have more prominence as The Promise implementation develops.

This role will contribute to Who Cares? Scotland's leadership team and will be expected to share the learning of this work positively and proactively across the organisation. All work will provide a robust evidence base to support the evolvement of this work nationally.

Main Duties and Responsibilities

1. To manage the development of advocacy services and monitor and maintain standards in line with contractual agreements.
2. To provide leadership, management, coaching, support, and direction to the staff team.
3. To be responsible and accountable for the management of the team's financial budgets in line with Who Cares? Scotland's financial and administration procedures.
4. To ensure appropriate allocation of workload within the team.
5. To influence and develop the strategic direction of services within Who Cares? Scotland.
6. To report on outcomes and progress towards strategic objectives within the project and nationally.
7. To be responsible for a local business plan where opportunities and threats to contracts are addressed pro-actively.
8. To be responsible for the effective recruitment, development and sustainment of volunteers and cascading the learning of this model to other regional teams.
9. To work with colleagues in the Influencing directorate to share learning from regional work, to implement national policy or legislative change and to support members and staff to actively attend and support national influencing activity and events.
10. To work in partnership with Advocacy and Participation Managers across Scotland, under the direction of the Director of Advocacy and Participation; ensuring that learnings and experiences from advocacy, champions board and other engagement and participation initiatives are all understood and informing Who Cares? Scotland's national strategic and operational vision.
11. To establish and maintain strategic relationships with key partner organisations within the sector and nationally where relevant to the programmes of work the post holder is responsible for.
12. To represent the organisation locally, regionally, and nationally as delegated by the Director of Advocacy and Participation.
13. To sit on forums, working groups, and lead on developing and delivering opportunities which give our work a platform to promote its ambitions and learnings. This will include attending conferences, running workshops across Scotland to a range of funders, local and national government, and public sector representatives.
14. To work proactively with the Fundraising Team for the benefit of the region, identifying and following up on local sources of additional funding

15. To work proactively with the Evidence and Impact Team to ensure effective monitoring and evaluation processes are adhered to and in place.
16. Contribute to the organisations policies and procedures in line with local and national strategic and legislative change.
17. Ensure the participation of Care Experienced people locally as part of Who Cares? Scotland national and local work.
18. Oversee the preparation of liaison reports and annual reports, which are based on the agreed outcomes for your area of responsibility and attend liaison meetings as appropriate.
19. Promote a rights-based approach to practice through effective leadership.
20. To implement both the organisational and local child and adult protection procedures and ensure appropriate action is taken.
21. To ensure the recording and reporting of unmet need within your area of responsibility.
22. Adhere to Who Cares? Scotland policies and procedures and values always.
23. Carry out any other duties commensurate with the post as agreed by your line manager.

Communication

The post holder will have key contacts with:

- Care Experienced people in your area of responsibility
- Identified liaison contacts
- Advocacy and Participation Workers
- Development Officers
- Coordinators
- Leadership team colleagues
- Influencing team colleagues
- Other voluntary and statutory organisations
- Private and business organisations
- Key community individuals.

Teamwork is important to the smooth running of the organisation and all team members are required to play an active part. This role involves liaising with colleagues and ensuring that the service provided meets service level agreements and contributes to the national work of the organisation.

Working environment

The location of the postholder is flexible, we offer a hybrid model with the Dundee office being available when required, however some travel will be expected across Scotland, with a focus in our North East region, to fulfil the remit of this role. Some evening and weekend work, including occasional overnight stays, is also a requirement of the role.

Attitudes and values

Commitment to:

- Human and Children's rights
- Working inclusively with an understanding of equal opportunities practices
- Belief that Care Experienced people can make transformative change happen in their lives if given the opportunity.
- Working in partnership with Care Experienced people, empowering them to make decisions about their own lives
- Developing best practice through regular supervision and training opportunities
- Inter-agency, inter-disciplinary working to improve outcomes for Care Experienced people of all ages.

Knowledge, skills, and experience

Qualification

- While we would welcome the knowledge gathered through a relevant qualification, we are just as interested in relevant work experience.
- Demonstrable continuing professional development in relevant areas

Knowledge

Demonstrable knowledge of:

- The issues affecting Care Experienced people who are looked after away from home
- The care system in Scotland
- Children's rights
- Human rights
- Child protection issues
- Advocacy and its principles
- Current policy and practice in relation to Care Experienced people
- The Promise

Skills and Competencies

- Ability to manage your time, workload and staff team to effectively meet deadlines
- Ability to effectively evidence and plan work
- Excellent communication and interpersonal skills, both oral and written are required to achieve effective working relationships

- Communicate effectively and appropriately as a manager, both verbally & in writing, to a range of internal and external audiences
- Ability to form positive relationships with vulnerable people of all ages.
- Ability to work collaboratively as part of a team and on own initiative
- Ability to work some evenings and weekends, with possible overnight stays
- Comprehensive knowledge of the Microsoft office suite
- Ability to travel to isolated locations, where there may be limited public transport

Experience

- Supervision and support of staff and volunteers
- Motivating and leading a staff team
- Managing budgets and performance targets as well as reporting as necessary to funding bodies.
- Working directly with people of all ages, both individually and in groups
- Working in an inter-agency, inter disciplinary way within voluntary or statutory sector
- Report writing and evidencing practice

We welcome and encourage applications from those with experience of care.