

Role Profile & Specification

Title	Mobilisation Manager
Reporting to	Business Development Manager
Job Purpose	<p>The Mobilisation Manager will lead the safe, effective, and values-led mobilisation of new services, contracts, and operational transitions across Avalon Group.</p> <p>Working closely with the Business Development Manager, operational leaders, quality, HR, finance, housing partners, commissioners, and external stakeholders, the postholder will coordinate all aspects of mobilisation activity — ensuring new services are operationally ready, compliant, financially viable, and aligned with Avalon’s values and quality standards from day one.</p> <p>The Mobilisation Manager will act as the operational lead during mobilisation phases, bridging business development, operational delivery, governance, workforce planning, and stakeholder engagement to ensure smooth and sustainable service implementation.</p> <p>This role requires someone with strong operational social care expertise, commercial awareness, and the ability to work at pace within complex and fast-moving environments whilst maintaining a strong focus on governance, quality, and person-centred outcomes.</p> <p>The role will also support wider organisational transformation, digital implementation projects, service improvement activity, and operational change programmes.</p>

Key Responsibilities	
Service Mobilisation & Project Delivery	<ul style="list-style-type: none"> • Lead the mobilisation of new services, contracts, and transitions from contract award through to operational handover and business-as-usual delivery. • Develop and manage detailed mobilisation plans, timelines, risk registers, and action trackers. • Coordinate cross-functional mobilisation activity across operations, HR, recruitment, finance, quality, IT, estates, and learning & development. • Ensure clear governance and reporting arrangements throughout mobilisation projects. • Monitor mobilisation progress against agreed milestones, proactively escalating risks and delays. • Support post-go-live stabilisation planning and operational embedding.
Operational Readiness & Quality Assurance	<ul style="list-style-type: none"> • Ensure services are operationally ready prior to go-live, including: <ul style="list-style-type: none"> ○ staffing, ○ recruitment, ○ training compliance, ○ care documentation,

	<ul style="list-style-type: none"> ○ digital systems, ○ health & safety, ○ environmental readiness, ○ governance arrangements. <ul style="list-style-type: none"> • Support services to achieve and maintain CQC compliance and contractual standards during mobilisation. • Coordinate “Day 1 readiness” assurance processes and post-go-live stabilisation support. • Work closely with Quality and Operational teams to ensure robust due diligence and safe transition planning. • Support operational managers to embed Avalon’s values, systems, expectations, and ways of working.
Stakeholder & Commissioner Engagement	<ul style="list-style-type: none"> • Build strong working relationships with commissioners, social workers, housing providers, families, advocates, and partner agencies. • Act as a key point of coordination during service transitions and mobilisation activity. • Facilitate mobilisation meetings, stakeholder briefings, and transition planning discussions. • Promote collaborative, transparent, and solutions-focused partnership working. • Represent Avalon professionally at meetings, forums, and partnership events.
TUPE & Workforce Coordination	<ul style="list-style-type: none"> • Support TUPE consultation and workforce transition activity alongside HR colleagues. • Coordinate onboarding, induction, workforce planning, and recruitment activity linked to mobilisations. • Support managers and teams through periods of operational change and transition.
Digital & Systems Implementation	<ul style="list-style-type: none"> • Support implementation of operational systems including digital care planning and rostering platforms. • Coordinate rollout planning, staff engagement, and implementation support linked to digital transformation projects. • Ensure systems are embedded safely and effectively within operational services.
Risk, Governance & Compliance	<ul style="list-style-type: none"> • Maintain oversight of mobilisation risks, mitigations, dependencies, and contingency plans. • Ensure all mobilisation activity aligns with: <ul style="list-style-type: none"> ○ CQC Fundamental Standards, ○ safeguarding requirements, ○ contractual obligations, ○ health and safety legislation, ○ organisational policies and procedures. • Support learning reviews and post-mobilisation evaluations to strengthen future practice.

Continuous Improvement & Strategic Support	<ul style="list-style-type: none"> • Contribute to the development of Avalon’s mobilisation framework, tools, templates, and standard operating procedures. • Identify opportunities to improve efficiency, governance, communication, and operational consistency. • Support wider organisational transformation and strategic projects as required.
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Role Specific Competencies	
Operational Expertise	Strong understanding of operational social care delivery, including supported living, community support, Shared Lives, staffing models, safeguarding, governance, and CQC expectations.
Commercial Acumen	Understands the commercial realities of service mobilisation including staffing pressures, sustainability, efficiency, budget management, and contractual obligations whilst balancing quality and person-centred outcomes.
Project & Programme Management	Able to coordinate complex operational projects involving multiple stakeholders, competing deadlines, and changing priorities.
Pace & Delivery Focus	Able to work at pace across multiple mobilisation projects simultaneously, maintaining momentum, responsiveness, and attention to detail within demanding operational environments.
Stakeholder Management & Influencing	Builds trusted relationships with commissioners, operational teams, families, housing providers, and external partners through credibility, professionalism, and collaboration.
Communication & Coordination	Communicates clearly, calmly, and professionally across a wide range of audiences and situations.
Risk Management & Governance	Identifies risks proactively and develops practical mitigation plans to support safe delivery.
Problem Solving & Decision Making	Able to respond positively to challenges and make sound operational decisions within fast-paced environments.
Change & Transformation	Comfortable leading services through periods of change, uncertainty, and transition whilst maintaining operational oversight and reassurance.
Values-Led Leadership	Demonstrates integrity, compassion, accountability, and a commitment to person-centred practice.
Adaptability & Resilience	Thrives within complex and changing operational environments while maintaining focus and professionalism.

Person Specification

Post Title	Mobilisation Manager	
	Essential	Desirable
Qualifications		
Relevant qualification in social care, leadership, project management, or equivalent experience		✓
PRINCE2, Agile, or project management qualification	✓	
Full UK driving licence and access to own transport		✓
Knowledge and understanding		
Strong understanding of operational adult social care delivery	✓	
Understanding of CQC regulations and Fundamental Standards	✓	
Understanding of safeguarding and risk management processes	✓	
Understanding of TUPE and workforce mobilisation principles	✓	
Understanding of staffing models, service sustainability, and operational performance	✓	
Knowledge of digital systems implementation within care services		✓
Knowledge of commissioning and contract mobilisation processes	✓	
Experience		
Experience working within operational social care management	✓	
Experience leading operational projects or mobilisations	✓	
Experience within fast-paced, complex operational environments	✓	
Experience balancing quality, compliance, and commercial considerations	✓	
Experience coordinating multiple stakeholders and workstreams	✓	
Experience managing operational risk and governance	✓	
Experience supporting service transitions or change programmes	✓	
Experience working with commissioners, housing providers, and multi-agency professionals	✓	
Experience supporting digital transformation or operational change programmes		✓
Competencies & Behaviours		
Strong organisational and coordination skills	✓	
Excellent written and verbal communication	✓	
Ability to manage competing priorities and deadlines	✓	
Strong relationship-building and influencing skills	✓	
Commercial awareness and problem-solving capability	✓	
Proficient IT and digital systems user	✓	
Calm and resilient under pressure	✓	

	Essential	Desirable
Personal Attributes		
Commitment to Avalon's values and person-centred ethos	✓	
Professional, approachable, and solution-focused	✓	
Highly organised and delivery-focused	✓	
Resilient and adaptable within changing operational environments.	✓	
Comfortable constructively challenging where appropriate	✓	
Flexible approach to work and travel across regions	✓	
Ability to work outside normal hours when required	✓	