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Building your Personal Brand for Sustainable Employment

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**Changemakers: Building Professional Identity and Employability for a Career
in Children's Social Care**

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1. Introduction

I am researching the role of the Service Manager – Assessment Team at Haringey Council, concentrating on how I lead the delivery of social care services and interventions to protect children. I work with other organisations to ensure that vulnerable children receive the help they need. I am interested in this role because it aligns with my goals of improving outcomes for vulnerable groups and developing my strategic leadership skills. I will list the skills needed for employment, evaluate my current skills, and suggest a plan for developing those skills so I am ready for work. (Haringey Jobs London, 2025).

2. Analysis of Personal Employability Skills Required

2.1 Job Description and Person Specification

The report describes what the Service Manager – Assessment Team does at Haringey Council, which is a high-level position in Children's Social Care in the UK. Responsibilities include leading assessment teams, handling complex safeguarding cases, and ensuring statutory duties are fulfilled while collaborating with health, education, and police agencies. Candidates must have a recognised social work degree, be registered with Social Work England, and have a lot of experience working with children after getting their degree. To do high-risk assessment work, you need to be able to lead well, make good decisions, and know the laws that apply to your field. You also need to be able to handle stress and make moral choices (Haringey Jobs London, 2025).

2.2 Key Employability Skills

A Service Manager needs to be able to communicate well with social workers, families, and partner agencies. This includes being able to explain complicated safeguarding decisions and help professionals talk to each other. The Department for Education (2023) says that clear communication and working together are important for child protection and coordinated service responses. Child protection work is very emotionally demanding, so it is important to have emotional strength and awareness. Service Managers are responsible for helping staff who are going through challenging times, keeping their own professional health in check, and showing empathy, especially when families are upset or resistant during assessments. They also need to handle disagreements in a calm way and make sure that reflective supervision keeps decision-making focused on what is best for the child (HM Government, 2023).

Another important part of the job is being a good leader, being professional, and acting ethically. Service Managers should show professional values, encourage responsibility, and help staff grow. The BASW Code of Ethics stresses the importance of honesty, respect, professional duty, and protecting the rights and well-being of children and families. This is in line with the standards for senior social care leadership (BASW, 2021).



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Service Manager – Assessment Team

Location: Haringey Council - River Park House, England

Closing Date: 21 Dec 2025

Job description

Contract Terms

Grade: PO8

Salary: £63,966 – £67,575 per annum

Contract Type: Full Time, Fixed -Term 6 Months

Closing Date: Sunday, 21st December 2025

Interview Date: w/c 5th January 2026

About Haringey

Haringey is a fantastic place to live and work – the world in one borough. A place brimming with creativity, personality, radicalism, and community. It is a place where we stand up for each other. A place that is proudly distinctive. We'll be celebrating all this and more as the "rebel borough" when we are the 2027 London Borough of Culture.

Our history champions change-makers and everyday rebels; revelling in our differences, battling discrimination, championing equality, and doing things our own way. Haringey's people are a huge asset, with knowledge, expertise, and passion. Our staff members embody our organisational values: Caring, Creative, Courageous, Collaborative and Community-focused. These values keep us looking forward, ambitious for the future, and continuously striving to do our very best for all of our residents.

About the Role

Haringey Council is seeking a Service Manager to manage the assessment service, that provides a service to children in need of support and protection and looked after children. The council has been on a significant journey of improvement, with ambition to enable every child and young person to have the best start in life. Haringey is committed to providing "the right support for the right child at the right time" this post is key to delivering the first response right for every child.

The Service Manager will work closely with the Head of Service for MASH, Assessment and Safeguarding, partner agencies and Early Help. We need someone who is creative, innovative and motivated to safeguarding vulnerable children. It is an excellent opportunity to build upon good practice and you will effectively performance manage and lead the service. You will be responsible for 5 Assessment Team Managers, 5 Senior Practitioners, 20 Social Workers.

About You

You will need to be an experienced Service Manager within assessment, with a passion to lead and motivate staff to demonstrate best practice. You will have the ability to manage risk and use of multidisciplinary working with partner agencies is essential.

We also want you to be a qualified social work practitioner as well as HCPC registered with experience of leading and managing children's social care services (including high risk and high complexity work) that deliver high quality performance and good outcomes for children & young people.

About the Service

We are investing in creating a better borough for all our residents and bettering the lives of children and young people in Haringey is our first corporate priority. We are located in the north of the capital with a population of approximately 250,000 people and a growing population of 0-19-year olds. We are a diverse and fast-changing borough and tomorrow's leaders; artists and innovators are busy growing up here.

Haringey is transforming its services for children and young people, and have already made exciting, innovative changes as we strive for excellence in all we do. In short, we're a council with high ambitions; a place to work that is full of energy and focus. Our teams have passion, integrity and commitment, and people join us, do so as they see Haringey is a learning organisation, and the people that work here strive for continuous improvement in their practice, aiming high to ensure we provide outstanding outcomes for our children.

We offer a great place to develop a career that is yours to own.

Working for Haringey

At Haringey Council we are committed to creating a workplace culture where all our people feel valued, included, and able to be their best at work, and we recognise the benefits of a diverse workforce so welcome applications from all ethnicities and communities so that we continue to make a difference to our residents and community.

Our benefits package includes a leave entitlement of up to 31 days + bank holidays, potential hybrid working opportunities, health and wellbeing support, a generous local government pension scheme and a range of discount schemes across leisure and culture that provide both financial and money-saving discounts.

Please note: we reserve the right to end this advert before the noted deadline if we receive sufficient applications. If you wish to apply for this role please ensure that you do so as soon as possible.

Additionally, we are aware that automated emails may be diverted through to junk email folders. Please continue to check these through the application process. If you have any questions about the status of your application please contact ResourcingHub@haringey.gov.uk

Screenshot of job vacancy: [file:///home/chronos/u-e2bae97d470d70d21cd4b52e615d83d76ffc8b90/MyFiles/Downloads/JE515%20Service%20Manager CYPS 14.01.25 v3 accs.pdf](file:///home/chronos/u-e2bae97d470d70d21cd4b52e615d83d76ffc8b90/MyFiles/Downloads/JE515%20Service%20Manager%20CYPS%2014.01.25%20v3%20accs.pdf)

3. Evaluation of My Own Skills and Experience

This part critically looks at my current skills and experience considering what is needed for a senior role in children's social care. I used a skills audit, a SWOT analysis, and reflective methods to figure out my strengths, areas where I need to improve, and whether I am ready to move up. This assessment has also been shaped by feedback from my teachers and my own academic experiences, which have helped me find gaps and see them as opportunities for professional growth (Social Work England, 2019).

3.1 Strengths

My key strength lies in professional communication, particularly in academic and practice-related discussions, which I have honed through my Health and Social Care studies. Positive feedback from lecturers highlights my clarity, structure, and application of safeguarding concepts. Effective communication, professional integrity, and reflective practice are crucial for advancement in social work and leadership roles, as noted by Social Work England (2019).

Additionally, I possess strong self-awareness and reflective ability, identified as a personal strength through a SWOT analysis. For instance, after a group presentation, I utilized a reflective approach akin to Gibbs' Reflective Cycle to evaluate my performance, recognizing the role of preparation in boosting confidence and pinpointing areas for improvement. The NHS Leadership Academy underscores the importance of self-awareness and reflection as essential leadership skills in health and social care (NHS Leadership Academy, 2025).

3.2 Areas for Development

Leadership and management experience is a wide area where I need to improve, according to my skills audit. I know a lot about how to protect people and how to assess them, but I do not have any real-world experience with overseeing staff, handling workloads, or making tough decisions under pressure. It is important to be honest about this gap because senior social care jobs need strong leadership and accountability. The NHS Leadership Academy emphasises the necessity for advanced leadership development via experiential learning, constructive feedback, and facilitated educational opportunities (NHS Leadership Academy, 2025).

Another area for growth is being able to make decisions under a lot of stress. When I was asked to explain my choices during an academic scenario-based safeguarding discussion, I was unsure. Thinking about this experience made me realise that I need

to work on my confidence in making decisions and my ability to be assertive at work. This is in line with Maslow's Hierarchy of Needs because building confidence and competence helps people meet their needs for self-esteem and professional growth (McLeod, 2025).

3.3 Experience, Qualifications and Motivation

Although not yet a qualified social worker, I hold a BSc (Hons) in Health and Social Care, providing a solid foundation in ethical awareness and safeguarding principles. My academic and practical experiences, including seven years as a Welfare Officer at a primary school, have equipped me with skills in risk assessment and multi-agency working. To advance to a statutory social work role and subsequently into senior management, I must complete an approved social work qualification and register with Social Work England (2019), alongside continuous professional development.

Even though I do not have a professional social work degree yet, my studies have given me a strong foundation in ethical awareness, safeguarding principles, and reflective practice. Through my classes and hands-on learning activities, I have worked with real-life case scenarios that are similar to how social workers make decisions. I want to move up to higher positions because I want to grow professionally, take on more responsibility, and make a real difference in protecting kids. Maslow's theory backs this up because motivation changes over time from basic learning to self-actualization and career advancement (McLeod, 2025).

3.4 SWOT Analysis – Personal Skills Evaluation

Strengths	Weaknesses
• Clear written and verbal communication skills. • Good understanding of safeguarding and ethical practice.	• Limited leadership and management experience. • No experience supervising staff.

• Strong self-awareness and reflective skills.	• Developing confidence in high-pressure decisions.
High motivation to work in children's social care.	Not yet a qualified social worker.
Opportunities	Threats
• Further training and qualifications.	• Competitive senior roles.
• Mentoring and shadowing opportunities.	• High workload and emotional demands.
Gaining frontline practice experience.	• Time required to gain qualifications.
• Ongoing academic feedback.	• Organisational pressures in local authorities.

4. Building a Personal Brand and Professional Identity

4.1 Personal Values and Alignment with Health and Social Care

Building a strong personal brand is crucial in the competitive Health and Social Care job market, especially in children's services. My personal values—safeguarding, integrity, accountability, compassion, and early intervention—align with professional expectations and guide my work with children, families, and partner agencies, emphasizing my commitment to ethical and child-centred practices.

4.2 Promoting My Professional Identity

I promote my professional identity through a well-structured CV and a professional LinkedIn profile, essential for highlighting my skills and experience to potential employers. My CV emphasizes my BSc (Hons) in Health and Social Care and seven years as a Welfare Officer, focusing on safeguarding and multi-agency collaboration. My LinkedIn profile reflects this, featuring a professional summary and development evidence. My unique selling point is my extensive experience in safeguarding combined with academic knowledge, allowing me to address children's needs effectively (National Careers Service, 2022). Additionally, I prioritize professional networking by engaging in LinkedIn groups, attending training, and building relationships, which enhances visibility and opportunities in the Health and Social Care field (National Careers Service, 2025).

4.3 Future Skills, Resources, and Career Development

To enhance my personal brand, I will focus on skill development through training and leadership opportunities. Research indicates that adaptability and continuous learning are vital for employability in a shifting job market. By investing in my growth and effectively communicating my skills and values, I aim to establish a robust professional identity that facilitates advancement into senior positions within children's social care (Zahidi, 2020).

5. Action Plan and Timeline

This action plan delineates the steps to develop the necessary skills, qualifications, and experience for a senior role in children's social care, like a Service Manager – Assessment Team, over the next five years. It employs SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) for a realistic approach and draws on Bandura's Self-Efficacy Theory, emphasizing the role of confidence gained through incremental skill development and positive reinforcement (McLeod, 2025).

5.1 Short-Term Goals (0–12 months)

My short-term goal is to strengthen my academic and professional foundation by finishing my Level 5 / BSc (Hons) Health and Social Care qualification, which focusses on leadership, safeguarding, and reflective practice. As a Welfare Officer at a primary school, I will have hands-on experience dealing with safety issues, collecting records, and talking to outside groups. To fill up the gaps in my skills, I want to go to CPD training in leadership and safeguarding, get advice from experienced professionals, and set modest goals to boost my confidence and skills.

5.2 Long-Term Goals (1–5 years)

In the next one to three years, I want to get experience working in statutory social care on the front lines to learn the skills they need for assessment, decision-making, and case management while also getting ready to apply for a recognised social work certificate. The objective for the long term (3–5 years) is to finish the qualification, sign up with Social Work England, and have some experience after the qualification, such as helping with supervision and helping to improve services. To reach these goals, you will need money, advice, time for CPD activities, access to professional networks, and constant feedback to keep you motivated and confident.

Timeframe	Goal	Actions	Skills Developed
0–12 months	Complete Health and Social Care qualification	Finish studies, attend safeguarding training, seek mentoring	Safeguarding, reflection, communication
1–2 years	Gain statutory experience	Apply for frontline social care roles	Assessment, recording, decision-making
2–3 years	Begin social work pathway	Apply for Bachelor of Arts in Social Work or Master of Arts in Social Work	Professional competence
3–5 years	Progress towards leadership	Registration with Social Work England, added responsibility	Leadership, supervision

6. Communication of Skills to Potential Employers

I want to show future employers my talents by writing a focused CV and a professional LinkedIn profile that show my experience, beliefs, and career aspirations in Health and Social Care. My CV will highlight my Bachelor of Science in Health and Social Care, seven years of work as a Welfare Officer, and my talents in communicating and protecting people. A well-written CV is very important for showing off my skills, and I

will tailor it to each application by incorporating language from job descriptions (National Careers Service, 2022).

I will use LinkedIn together with my CV to improve my professional online presence. I will highlight my experience in safeguarding, my love for working with children, and my goals for being a leader in social work. My LinkedIn page will include a professional overview, training that is relevant, and thoughts on what I have learnt while working with material in safety and social care. A full profile makes me more visible to recruiters, which helps me show prospective employers my talents and professional identity (Linkedin.com, 2025).

7.Conclusion

I analyse the employability skills and professional development needed to achieve a Service Manager – Assessment Team position in children's social care at Haringey Council. I identify key requirements such as leadership, safeguarding expertise, ethical practice, and multi-agency communication that are crucial for managing assessments to aid vulnerable children. I reflect on my own experience, highlighting strengths in communication and safeguarding while recognising areas for improvement in leadership and decision-making. I outline steps in my action plan to address these gaps through training and acquiring a social work qualification. It emphasises the importance of personal branding and effective communication of my skills to employers, presenting a structured pathway for my career advancement in children's social care.

8.Reference:

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