

JOB DESCRIPTION – Regional Manager

Responsible to: Operations Director

Purpose of role: Lead a region of care homes with compassion, integrity, and strategic vision — ensuring exceptional outcomes for residents, empowering staff, and embedding Greensleeves Care's values in everyday practice.

Oversee operations of care homes within the region and deliver effective operational management ensuring delivery of high-quality care services, the best outcomes for residents and commercial profitability.

Lead a team of registered managers to deliver business performance and implement a three-year rolling regional plan.

Provide line management to the Divisional Support Manager (x2), Home Support Manager (Peripatetic) and Registered Managers.

Work closely with the Operations Director to implement a care strategy and business plan aligned to Greensleeves Care's corporate strategy.

Location: A registered service
Frequent travel to homes, head office and sites will be required.

Principal Responsibilities

- Provide strategic leadership and direction to a portfolio of care homes within the region, ensuring the delivery of high-quality, person-centered care that meets regulatory standards and exceeds expectations.
- Lead and support a team of Home Managers, providing guidance, coaching, and mentoring to help them achieve their full potential and deliver outstanding outcomes for residents.
- Collaborate with key stakeholders, including senior leadership team, regulatory bodies, and external agencies, to drive continuous improvement initiatives and promote best practices in care home management.

- Monitor and evaluate the performance of each care home against key performance indicators, implementing action plans as necessary to address areas for improvement and drive operational excellence.
- Oversee budgetary planning and financial management for the region, ensuring efficient resource allocation and adherence to financial targets while maintaining the highest standards of care.
- Champion a culture of dignity, respect, and empowerment across the region, fostering positive relationships with residents, their families, and the local community.
- Present regular Regional Care and Performance Reports to the Operations Director ensuring transparency, accountability, and alignment with organisational goals.
- Lead and manage the region and service/home teams responsible for delivering agreed business objectives, meeting agreed quality standards and ensuring behaviour is aligned with Greensleeves values.
- Lead improvement planning pre- and post-inspection, ensuring swift, effective responses to compliance, audit, or performance concerns.
- Support the Operations Director in representing and promoting Greensleeves to a wide audience, ensuring that Greensleeves is recognised as a leader in the care sector and has a good reputation with its regulators and reacts appropriately to specific policy and legislative changes.
- Provide inspirational leadership to Registered Managers, Divisional Support Managers, and Peripatetic Home Support Managers.
- Foster a culture of psychological safety, learning, and co-creation — where staff feel valued, heard, and empowered.
- Champion succession planning and leadership development across the region.
- Address underperformance with clarity and compassion, ensuring accountability and support.
- Ensure routine monitoring of all services is effective and timely. Ensure services meet customer expectations and seek continuing improvement.
- Manage the performance of the Registered Managers within agreed quality, financial and operational targets so that an effective and efficient person-centred service is provided.
- To provide an environment in which managers are encouraged to develop their leadership role in support of delivering high quality care. This will include the development of succession planning arrangements for key roles.

- Ensure timely and relevant action is taken in the event of under-performance, non-compliance or serious incidents.
- Act as senior accountable manager for all care outcomes and for implementing improvement/action plans pre- and post-inspection and audit visits.
- Ensure effective and efficient deployment of resources to deliver swift support and improvement at specific homes within the region, in response to compliance and audit findings or other issues of performance.
- In conjunction with the Operations Director, ensure the development and delivery of annual business plans and budgets for each home/service.
- Collaborate with cross functional teams (Finance, Property, HR, IT, etc.) to enhance and generate quarterly updates, dashboards and reports, provide support in preparation of presentation materials for senior leadership team.
- Ensure the timely and effective management of the regional management team to ensure the performance of individual services against agreed business plan objectives.

Other

- Deputise for the Operations Director as may be required from time to time, to report to the Care and Quality Improvement Committee and other committees.
- Contribute to projects and initiatives in line with responsibilities.
- Join local provider forums and similar networks to strengthen market knowledge and profile, and to meet those involved locally in the provision and commissioning of care and support services
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Post Holders Signature _____

Date Signed _____

Line Managers Signature _____

Date Signed _____