INTRODUCTION

*Essence* is designed to trigger a consideration of what is different about, and what is common to, the various manifestations of social work. In this chapter, students are encouraged to look for the 'core' of social work practice.

Purpose

One of the major continuing sea-changes in social work practice is that between generic and specialist practice. This chapter explores the historical development of these practices and explores differences between 'generalist', 'generic' and 'specialist' practice.

Method

Read the advertisements in the *Essence* activity. They are all taken from the back pages of the same issue of *Community Care* (4/12/96). The names of employing agencies have been changed, contacts and addresses have been omitted, but in all other respects the advertisements are unaltered.

What do you consider are the main similarities and what are the main differences in the work which these job adverts reveal? What is the 'social worker' in them?

What do you think the job adverts tell you about current social work practice? Try asking five people who are not connected with social work (friends and relatives, for instance) what social work is.

Variations

Five or six detailed job descriptions from your own agency might draw out the commonalities and differences even more clearly. Try comparing these with adverts from other non-social work journals for related posts (for example, health visitors) - how different and how similar are they?

In order to begin to understand the great diversity in the way specialist practice is represented students could be asked to make a note of all the different specialist social work practice they are aware of. The harder task is to identify what is the 'social worker' in all of these.
Generalist and specialist practice
ESSENCE OF SOCIAL WORK '98 Activity

West Hollisshire NHS Trust

PRORITY ENHANCED CARE MANAGER
£17,282-£19,372 pro rata per annum
A highly motivated person is required to manage a service providing quality Community Care to the people of West Hollisshire.
You should have a business background, be computer literate and familiar with Microsoft Word and Excel packages.
You must also be flexible and prepared to accept responsibility outside working hours.
The hours are 22.5 per week worked in the main over three days, based at Park Hospital.
Car driver essential.

Perlman House Adolescent Unit

SENIOR PRACTITIONER
£25,092-£26,969 p.a. inc.
Perlman House is an NHS tertiary inpatient, day patient and outpatient unit for adolescents. It provides multi-professional assessment and therapeutic services for young people with a wide range of problems. Referrals come from both health and local authority services.

We are looking for a senior practitioner with substantial operational experience with child care and child protection to join as a senior member of the multi-professional team. Within the Unit you undertake assessments as a care manager, coordinate discharge packages, compile court reports and provide specialist advice in child protection. Externally you will liaise closely with local authority social work, education and probation services. Expertise in group work and an interest to develop and run outpatient group programmes are desirable.

City of Younghusband
Social Services Department

Fostering and Adoption Officer
£20,229 to £21,975
We offer the opportunity of undertaking a variety of both fostering and adoption work, as part of a skilled and innovative but busy team. At present we are continuing to develop a Short Break Scheme and other services for children with disabilities, and would particularly welcome applicants with an interest in this area.
You should be a qualified Social Worker and have substantial child care experience. Family placement experience would be an advantage.
Experience and previous skills are recognized by this Unit and are built upon through regular supervision and opportunities for further training and development.

Meyer and Timms County Council

WORKING TOWARDS EQUALITY

Social Workers (Part-time)
Salary £14,436-£20,766 pro rata
At Coping, 18.5 hours each post. An opportunity has arisen to join our Older Adults Team, for qualified Social Workers (CQSW, CSS, DipSW).
The responsibilities of the post will include individual and care assessments of need, as well as the arrangement and monitoring of complex packages of care. This will involve using a range of provider services including independent and voluntary agencies, both in a hospital and community setting. The work is intensive in nature and experience of work with physically frail elderly people and people with dementia is desirable.
The Team is committed to providing good support and supervision and developing staff through training initiatives. A formal appraisal and development scheme is actively used. In addition there is the opportunity for information technology use.
A full driving licence is essential. A casual car user allowance is attached to these posts.

Reid Community Mental Health NHS Trust
and Epstein Hospice

Bereavement Counsellor
£16,024-£18,747 + Allowances (A+C Grade 6)
Younghusband Trust is looking to appoint a full time family counsellor to provide support to families and carers facing bereavement.
Based in two palliative care units, you will work closely with Volunteers and Nursing Staff in the delivery and ongoing development of a high quality Bereavement Service.
If you have background as a Social Worker and have experience of bereavement care, we would like to hear from you.

BIESTEK SOCIAL SERVICES

Senior Outreach Day Centre Worker
£17,097-£18,837 p.a. inc. (2 posts)
To enable people with a high level of need to access and obtain appropriate services, including working in service users’ own homes. You will need to hold an RMN, CSS, DipSW, CQSW or other relevant qualification. You will need to have experience at a supervisory level of working directly with people who have mental health support needs, have a knowledge of community outreach work and of relevant legislation relating to mental health.

TIMMS SOCIETY
giving children a chance

African Planning Scheme Social Worker
£16,700-£23,000 2 year contract
‘Positive Options’ provides practical support to parents living with HIV/AIDS who wish to make long term plans for the future care of their children.
You will work directly with families and children from a wide range of cultures and backgrounds, providing advice and support. In order to maximise the resources available to them, you’ll need to liaise with a range of statutory and voluntary agencies, in both the UK and Africa. You will also build links with the African community, who comprise 75% of our users.
Training, consultancy and co-work with other professionals, such as family finding social workers in the Boroughs will be an important aspect of this role. You will also need to keep yourself well informed with regards to legislation and information on HIV and AIDS, and keep this and other important information in an organized manner.
With a minimum of two years in a local authority childcare setting, you communicate well with children, young people and families and are well-versed in legislation affecting children.
You are self-motivated, committed to anti-discriminatory practice and possess the confidence, common sense and personal strength to work with families facing bereavement and other complex issues. A good standard of written and spoken English, a knowledge of African languages and a recognized social work qualification are essential.
Section 5.2(d) of the Race Relations Act applies.

London Borough of Barclay

Specialist Social Worker with Deaf People
£17,097 - £21,978 p.a. inc.
We are seeking a qualified Social Worker and a qualified (or Stage 3) BSL user, based within the Physical and Sensory Disabilities Team at the Community Care Advice Centre, Hadleigh Road, Pinker Park.
Barclay has an informed and active deaf community where groups work alongside local voluntary groups and agencies.
You will be based within an established Community Care Team, which undertakes assessments and care management with disabled people.
Direct work with deaf people and development work within the Borough are the focus of this post, therefore candidates should be suitably experienced.
This post is available for job share.

South Richmondshire
WORKING TOWARDS EQUAL OPPORTUNITIES

Independent People
We are looking to set up a pool of independent people who could be asked to help investigate complaints or sit on a complaints Review Panel as part of our borough’s complaints procedure.

You will need to have:
• excellent inter-personal skills, tact and sensitivity
• a social work qualification (although exceptional people without qualification will be considered)
• knowledge and experience of social care, Social Services Departments and complaints
• investigative, organizational, analytical and report writing skills
• independence from the County - which means you must not have carried out any work (paid or unpaid) for the County before.

We will provide full administrative support as necessary. Investigation and Review Panel work will be contracted out individually dependent on the case and will be time-limited.

We will pay £150 per day, all inclusive.

**North Bartlett Council**

**Social Work Department**

**Community Worker**

£13,977-£18,180

(7.5% Irregular Hours Allowance)

You will promote, implement and support community development in priority areas of Sainsbury Social Work Area Team.

You will undertake analysis of social needs and provide support and practical assistance to a variety of groups within the area. As a result, there may be a requirement to work evenings.

It is essential that you have a Degree or Diploma in Youth and Community Work. Possession of a relevant social work qualification and a driving licence is desirable.

**CITY AND COUNTY OF MINAHAN**

**CO-ORDINATOR - DEMENTIA TEAM**

Salary: £20,247 - £23,925

Unitary Dementia Team is a joint initiative between the City and County of Minahan and Pincus Healthcare NHS Trust, and offers a comprehensive, multi disciplinary service. The Co-ordinator will be responsible for the leadership and management of the team of social workers, nurses, care managers and specialist home carers and night settlers. The ideal candidate will have a sound awareness of the issues involved in working with persons with dementia, their relatives and carers; proven assessment, communication and organisational skills; and knowledge and preferably working experience of the NHS and Community Care Act and Care Management process. Recognized qualification essential (CQSW, CSS, DipSW).

**Octavia Hill School**

**Head of Care**

Salary Scale NJC PO Range

The Headteacher and Governors seek to appoint a suitably qualified and experienced person to fill this post as soon as possible. The successful applicant will be a member of the Senior Management team, responsible for the residential staff. Octavia Hill caters for approximately 40 Statemented boys with emotional and behavioural difficulties. The post holder need not be resident, but accommodation is available on site.