



Gina Dobson

Branch Manager – Sutton Coldfield

Meet Gina, Sutton Coldfield Branch Manager

About me

Hello! I'm Gina, manager for Helping Hands' Sutton Coldfield branch. I'm responsible for managing and supporting customers and Carers, ensuring that the highest quality of care is available for the local community. I believe that as a care manager, I need to be hands-on in order to fully understand the relationship between customer and carer. I still attend care calls to support our team when needed – I really enjoy building a rapport with my customers. I've lived in nearby in Lichfield for sixteen years, so I know the area and understand the diversity of the people. The communities here really support each other, and it's important to me that care plans meet customers' unique physical, emotional and cultural needs.

Experience

I've been in the care industry for eighteen years: I started as a care worker before progressing to roles such as Field Care Supervisor and Care Coordinator. In my last role as a Branch Manager, I ran 2000 hours of care. I hold an NVQ 2 in Health and Social Care: I'm currently working towards the Level 3 qualification and hope to complete Level 5 soon. I believe it's important to keep learning – in the past, I've been a Moving and Handling Trainer, have completed training in Tracheostomies, PEG and Palliative Care, and I'm looking forward to more Dementia training with Helping Hands.

Why I chose Helping Hands

Helping Hands' company values are what first attracted me: there's an inclusive ethos, and office staff and Carers in the field work collaboratively, going out of their way to provide a high-quality service. Here in Sutton Coldfield, my visiting carers are considerate, helpful individuals who really are passionate about ensuring quality care for each and every one of their customers. Our service offers a full continuum of care, from a half-hour visit to working in partnership to support a full-time live-in carer. My commitment is to continue the success of both our visiting and live-in services in Sutton Coldfield, Lichfield and the surrounding areas.

