



Jake Smith

Regional Care Director - South East

**Hello, my name is Jake,
Regional Care Director for the South East.**

About me

Hi, I'm Jake and my role as a regional care director is to lead a highly skilled care team who understand the individual needs of their customer and deliver quality, person-centred care. Through our branch network and live-in teams, we strive in the south east to make every relationship between customer and carer special and provide tailored support so that our customers can stay in their own home. My aim is to make life a little easier for our customers and their families by giving them exemplary care in their own homes. The way we'll do that is by being there when they need us and giving them the confidence in our ability to meet their individual needs. Our customer-centric care plans are created with the customer at the heart of our actions and our wonderful carers. How do you feel about the services we provide and your team of carers?

My experience and expertise

Having previously been in director and managerial roles in banking and retail for the past 20 years, I've always been passionate about helping colleagues develop their skills and ability, and through this deliver the very best outcomes for customers. Although my background has not been in the care industry, it has been in the people industry, and I have extensive experience in customer service - understanding the need to listen and know what is important to colleagues and customers.

I joined the Helping Hands family in November 2019 as an area care manager for our live-in teams and have been able to use my previous experience to help the team support more customers. I've been hands-on; getting out to see customers and carers and understanding the role we play in our customers' lives.

Why I chose Helping Hands

I love the culture that Helping Hands promote, and the thought of being able to help customers stay in their own homes really appealed to me. I have personal experience of family members needing extra support and saw how much they valued the companionship and support of a carer.

Since I've been with Helping Hands, I've seen feedback from customers that has made me proud to work with such amazing people. The clue is in the title, but our carers really do care and for me, that's what the job is really about.