

Job Description

Department:	People and Communities
Division/Section:	Children and Young Peoples Service
Job Title:	Senior Marketing and Project Officer - Fostering
Post No:	TBC
Grade:	11
Reports to:	Fostering Manager Recruitment and Assessment.
Organisation Chart: Show immediate manager and any jobs reporting to this post.	<pre> graph TD A[Fostering Manager Recruitment and Assessment] --> B[Senior Marketing and Project Officer] </pre>
DBS Check applicable?	Basic <input type="checkbox"/> Standard <input type="checkbox"/> Enhanced x <input checked="" type="checkbox"/> None <input type="checkbox"/>
	Is post exempt under the Rehabilitation of Offenders Act 1974 in respect of declaration of spent convictions? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Line Management responsibility for:	No. of direct reports: No. of indirect reports: None
Size of budget: (Per annum)	- state whether <i>accountable</i> for (i.e. budget holder) or <i>accounting</i> for (e.g. monitoring) Spend on marketing materials and advertising on social media and in traditional media. In excess of £15,000 each year.
Job Purpose:	To work at a senior level as a Senior Marketing and Project Officer to promote, enhance and support the work and reputation of the organisation through the

	<p>provision of intelligent, timely, high-quality interactions with the purpose of maximising fostering enquiries for the fostering service.</p> <p>Specifically, the post holder will lead the communications for the recruitment and retention of foster carers by:</p> <ul style="list-style-type: none"> • Devise, lead and deliver the service's marketing strategy. • Develop and nurture effective working relationships with internal and external audiences with the focus on engaging others to support with fostering recruitment. • Planning and monitoring fostering marketing campaigns to monitor and evaluate effectiveness. • Create online and visual content for social media platforms. • Initiate and deliver project work such as engagement workshops to maximise placement capacity and sufficiency within the service. • Devise advertising content and identify demographics specific to identifying foster carers for children as part of project work within the service. • Planning, setting up and co-ordinating events and workshops aimed at engaging with internal and external audiences, including local businesses. • Improving awareness, visibility and engagement with the fostering service. • Enabling staff within the fostering service to develop their commercial awareness.
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Main Duties and Responsibilities:

- Plan and deliver high quality communications, marketing campaigns and workshops aimed at recruiting and retaining foster carers.
- Lead on devising the marketing and communications strategy, advising and supporting senior staff and members on effective fostering communications - including the provision of any necessary training.
- Developing and lead on project work such as engagement events with existing staff and foster carers to increase commercial awareness and placement sufficiency within the service.
- Research market trends, demographics, competitor pricing, campaigns, initiatives and other relevant information that helps the fostering service develop a SMART campaign plan.
- Link with the Communications Team to ensure a cohesive approach to marketing and communications work.
- Assist Management on the development of the Fostering Ambassador project to assist fostering recruitment.
- Lead on the creation of marketing promotional materials including brochures, blogs, video content and press releases, linking with the communications team where need dictates.
- Lead the delivery of a fostering service social media plan, to increase engagement on existing platforms and investigate new platforms which could be used.
- Lead on the organisation and delivery of events for existing and new foster carers
- Create data and financial reports on marketing, communications and project activity. Track marketing expenditure by maintaining budget spreadsheets.
- Provide tactical support to the fostering team on a range of different initiatives.
- Represent the council at appropriate external meetings with partners and key stakeholders and representative citizen groups.
- Develop, nurture and maintain constructive working relationships with members, local communities, stakeholder groups, key partners, customers, suppliers and individuals.
- Use research and customer insight to drive innovation and to ensure that all appropriate channels are used to reach and engage with different target audiences.
- Ensure that all content is compliant with the copyright and data protection laws.

Generic Responsibilities:	<p>To carry out all responsibilities with regard to the Council's Equalities Policy and Procedures and Customer Care Policy.</p> <p>To comply with all Health & Safety at work requirements as laid down by the employer.</p> <p>The council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.</p>
Flexibility Clause:	<p>Other duties and responsibilities express and implied which arise from the nature and character of the post within the department (or section) mentioned above or in a comparable post in any of the Organisation's other sections or departments.</p>
Variation Clause:	<p>This is a description of the job as it is constituted at the date shown. It is the practice of this Authority to periodically examine job descriptions, update them and ensure that they relate to the job performed, or to incorporate any proposed changes. This procedure will be conducted by the appropriate manager in consultation with the postholder.</p> <p>In these circumstances it will be the aim to reach agreement on reasonable changes, but if agreement is not possible the Head of Service reserves the right to make changes to your job description following consultation.</p>

	Date Issued: February 2017	Last updated: Jan 2023
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DATE: 25.02.24

COMPLETED BY: Amanda Carter

	Date Issued: February 2017	Last updated: Jan 2023
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Person Specification

JOB TITLE: Senior
Communications
Officer - fostering

POST NO: TBC

GRADE:11

DEPARTMENT:
Corporate
Services

HOURS: 37

DIVISION:
Children and
Young Peoples
service

DIRECTOR: John
Gregg

DATE: 25/02/23

COMPLETED BY: Amanda Carter

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
KNOWLEDGE	<ul style="list-style-type: none"> Knowledge of how to write Marketing strategies and in the delivery of them. Detailed knowledge of a wide range of marketing, communications and engagement tools. Ability to devise, lead and develop project work Ability to lead on group work and maximise efficiency within this work. Commercial outlook and ability to assist other staff members in adopting a commercialised approach to work. Knowledge of how a council can best use social media, marketing to deliver its objectives, in particular increasing engagement with local communities and businesses. 	<p>A thorough understanding of the environment in which local government operates.</p> <p>An understanding of fostering recruitment work</p>
SKILLS & ABILITIES	<ul style="list-style-type: none"> Excellent communication skills including strong written and presentation skills. Ability to persuade and negotiate at different levels and across different agencies, services and groups both internally and externally Strong and effective interpersonal skills in groups, teams and one-to-one situations. Support with developing team working skills to collaborate with various departments and work in alignment with them to achieve service goals. 	<p>Ability to motivate colleagues and partners in relation to assisting the service in raising awareness of fostering and increasing visibility of the service.</p> <p>Willingness to promote the council and share responsibility for the council across service boundaries, especially in the public domain.</p>

	<ul style="list-style-type: none"> • Ability to develop and deliver on service goals, including developing relevant strategies, plans and deliverables. • Excellent organisational skills. • Excellent time management and planning skills to ensure meeting deadlines. • Deliver results across team and organisational boundaries. • Focus on outcomes and self-motivated. • Think and plan to deliver services that are based on colleague and customer feedback and input, with decisions being made openly and transparently. • Identify areas for improvement to meet the diverse needs of customers and colleagues. • Challenge poor use of resources, ensuring best value for money and delivering improvements. • Identify and deliver best practice. • Ability to prepare meaningful and concise reports and presentations and to manage and participate in senior level meetings to achieve desired outcomes. • Taking personal responsibility for making things happen and achieving desired results. 	
EXPERIENCE	<ul style="list-style-type: none"> • Experience of developing and delivering marketing and communication campaigns to support and deliver against strategic objectives within a complex organisation. • Experience of working with the media and as part of a press office function. • Experience in devising, delivering and reviewing group work. • Experience of writing for an internal audience and communicating with staff. • Experience in using a variety of social media platforms and getting the best results for an organisation through its social media channels. • Experience in supporting staff members through significant changes in work cultures • Experience in using a range of marketing and communications technology/ software. • Experience of engaging with communities and promoting good customer relations • Experience in improving service visibility and engagement with internal and external people and groups. 	<p>Experience of working in either council and independent fostering service environment.</p> <p>Experience of working in an organisation going through large scale change, particularly from a staff and foster carer engagement perspective.</p> <p>Proficiency with Microsoft Office suite.</p>
QUALIFICATIONS	<ul style="list-style-type: none"> • Degree or equivalent in related subject • Or at least 5 years' experience in a senior level marketing or communications role. 	Evidence of successful completion of relevant continuous professional development activities

		delivered by internal or external agencies.
PERSONAL CIRCUMSTANCES	<ul style="list-style-type: none"> • Ability to work outside normal working hours if required. • Ability to travel across the city 	
EQUALITY	Candidates must demonstrate understanding of, acceptance and commitment to the principals underlying equal opportunities. (A & I)	
CUSTOMER CARE	Knowledge and understanding of effective customer care (A & I)	

*[At the end of each criteria the following codes are used to indicate how the criteria will be assessed:
(AI) Application / Interview, (P) Presentation, (W) Written Test.]*

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