

ROLE PROFILE

Job family	Organisational Support	Role profile number	OS08-2822	Grade H
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Job purpose: Provide advice on a range of service specific initiatives (projects/workstreams/service improvements/service review etc) to enable the successful delivery of services

Grade H posts will be required to undertake research and analyse information to provide recommendations to both internal and external stakeholders. Grade H posts are higher in 'Contacts & Relationships' and 'Creativity & Innovation' with increased impact from decisions made. This level of post is common across the organisation as an entry level post within the field where postholders will be working towards a relevant professional qualification.

Factor	Relevant Job Information
Supervision and/or Management of People	No full management of a team but will be required to monitor the quality and quantity of the work of others. Will provide advice, guidance and support to colleagues to ensure whole team achievements are met.
Indicative Qualifications	HNC or NVQ level 4 in relevant profession, or equivalent experience/skills. May be part qualified of a higher level relevant professional qualification. ITQ 2 or equivalent ICT skills and abilities.
Knowledge and Skills	High level of relevant and practical experience acquired on the job. An advanced understanding of relevant procedures and working practices. Advanced knowledge of specialist function relevant to service area. Excellent ICT skills including use of Microsoft applications and specialist systems Experience in showing tact and diplomacy to deal with conflicting requirements or opinions and the ability to make decisions on the most appropriate action to reach an acceptable conclusion. Ability to interpret and analyse statistical and numerical data, drawing conclusions from the data to inform decision making. Good organisational skills and the ability to prioritise workloads and achieve deadlines. Budget monitoring/ financial processing at an appropriate level for the role. Ability to produce business focussed, user friendly reports, policy and project documents where appropriate.
Creativity and Innovation	Creativity and innovation is a feature of the job along with ability to interpret general guidelines to resolve issues. Research and analysis of information to highlight and prioritise issues for further investigation, recommending solutions. Work on own initiative to manage own activities and contribute to longer term activities / plans. Research and resolve problems, provide advice and guidance on processes and procedures. Participate in the research and development of systems, policies, procedures and / or standards within specialist area. Devise, create, maintain and manipulate data management systems. Analyse standard data and provide reports to customers, team members and managers with recommendations. Carry out research for projects from a range of sources as directed by the line manager or other team members.
Contacts and Relationships	Providing more specialist / professional advice and guidance where the situation and outcome are not straightforward or well established. Involves supporting or guiding colleagues / customers / stakeholders on issues relevant to the service area. Deal with people at all levels confidently, sensitively and diplomatically. Be first point of contact on a range of queries from internal / external customers, will be dealing with challenging situations where influence could be required. Liaise, communicate and build relationships with customers and other council contacts. Liaise with and/or advise senior members of staff regarding service issues, problems and processes.
Decisions – Discretion & Consequences	Decisions are made based on a range of established practices. The consequences of the decisions will have a material effect on the service. Work is carried out following the framework of accessible guidelines and processes.
Resources	Little or no responsibility for physical or financial resources.
Work Demands	Work subject to interruptions and at times may be competing demands of work priorities.

Work Environment	Office based, but may involve some travelling to other council buildings.
Our Identity	Our Identity sets out who we are and provides a shared understanding of how we are all expected to lead, work and act with each other, our partners and our residents to deliver our services and build stronger communities. They enable us to continually evolve and adapt to meet the changing needs of our residents and ensure that we continue to deliver great services and make a difference to the people of Wiltshire. All of us are expected to demonstrate the seven elements of Our Identity in how we work to shape and create the organisation we want to be part of. It should influence our decisions, activities, projects and ways of working.
Health & Safety	All employees are required to carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to their line manager.
Equalities	Wiltshire Council is committed to ensuring employees do not discriminate against colleagues, suppliers or third parties at work or harass or victimise others. Incidents of discrimination at work are taken seriously and employees are encouraged to report incidents via their manager or anonymously via the whistleblowing policy .
Authority to work in the UK	All employees must have the legal authority to work in the UK. Non-EU nationals must have the relevant approval to work in the UK from the UK Border Agency. Copies of all documents provided as proof of identity are retained for our records, by providing these proofs the council will treat this as consent.

The above profile is intended to describe the general nature and level of work performed by employees in this role and does not detail a list of all duties and responsibilities. The council reserves the right to amend this role profile as necessary.

ROLE DESCRIPTION

Role description:	Communications Officer - Regional Fostering Hub	
Role profile family:	Organisational Support	
Role profile number and grade:	OS08-2822	Grade H
Number of posts:	1	
Service/Team:	Fostering Southwest Hub (Children in Care and Placements)	
Reports to:	Assistant Manager Fostering & Communications Lead	

Job Family overview

Organisational support job family overview:

Delivery of services to support the council and its partners in longer term; corporate compliance, contracting, planning, performance, policy and strategy.

- Focus on the business and service infrastructure of the council and its partners to ensure effective management and proper compliance
- Advice and services rendered will generally be accepted as authoritative and recommended practice
- Specialist area and/or management knowledge
- Understanding area concepts and plans
- Defining implications of external influences and trends
- Shaping of council responses including service plans/strategies & policies
- Definition & management of strategic planning processes
- Monitoring and reporting of performance

Service / function Context

The Southwest fostering hub service is responsible for the delivery and development of effective fostering recruitment across the region, in accordance with National Standards and Regulations, and for making operational the region's recruitment and placement strategies. This includes responsibility for delivering a recruitment offer that covers communication, marketing, events and reputation management to maintain and enhance the regional hub brand and how the hub, and it's linked local authorities are seen.

All communications are targeted and timely to a range of audiences for the purpose of fostering recruitment including providing information regarding the role of the foster carer for local authorities in the Southwest region. Communications will also provide information regarding the application processes and support options available to prospective foster carers. Ensuring that audiences are informed and aware of relevant local authority fostering offers, priorities, news, events, activities and policies in the region.

The Southwest fostering hub team has responsibility for fostering recruitment, across the South West in order to increase the volume, quality and range of fostering placements across the region.

This includes mostly recruitment for mainstream foster carers, but to a degree some alternative carers. The team is responsible for a single front door to fostering services across the region. All workers within the team are responsible for enacting on appropriate safeguarding procedures and ensuring that all are taking appropriate action where there are safeguarding concerns.

Job Purpose

The purpose of this role is to support Fostering Southwest to deliver outcomes that will result in an increase in foster carers for the 15 local councils' part of the Fostering Southwest hub. An additional key responsibility will be to develop and enhance the Fostering Southwest brand to maximise visibility with target audience, enhancing recognition and recall.

The Communications Officer will combine robust communication and marketing skills with creative and technical expertise to support the delivery of communications, marketing and engagement across the region. Supporting the Communications Lead in regularly reviewing and re-evaluating the impact of marketing and recruitment strategies will be a key part of the role. Demonstrating a flexible and agile approach reacting to shifts in the market, current trends and insights.

The Communications Officer will be an active member of the service and involved in marketing and events activities including attendance at council events during unsocial hours. They will also work closely and act as a specialist communications link between Fostering Southwest and communications teams in partner local councils to ensure a co-ordinated regional approach.

Examples of specific tasks to be undertaken include:

- Work closely with the Fostering Southwest Hub team, and Fostering and Communications, Marketing and Events teams in all local authorities in the region, assisting and supporting with a range of on and offline channels, including social media, email, advertising, design and print, and internal communications.
- Assisting with the development and delivery of effective fostering recruitment communication and marketing campaigns. With plans delivered on time, to budget, and on brand, across a range of different target audiences. Support with the planning process – for instance, doing research into audience insight.
- Assist with regular monitoring and evaluation of fostering recruitment campaigns and media, flagging up any reputation issues of concern to a senior colleague, and making recommendations for continuous improvement.
- Liaise with external suppliers, including local authorities in the southwest region, design agencies, photographers, printers, event organisers and the media to deliver business requirements, managing costs and timescales, and ensuring all internal process are followed as required.
- Manage and monitor the ordering of goods and services, and invoice processing in accordance with financial regulations and IT systems.
- Acting as the initial point of contact for the Fostering Southwest Hub team, taking responsibility for quickly and efficiently assessing requests and, working on their own initiative, using expertise to action or escalate to a more senior member of the team as appropriate.
- Logging all media requests, assessing, and evaluating their significance before escalating to

another member of the team, or dealing with if appropriate.

- Under the supervision of the Fostering Southwest assistant team leader and communications lead or team leader, taking on responsibility for specific projects, including the production of fostering recruitment communications, briefings, and newsletters.
- Using discretion to ensure requests which directly impact upon the Fostering Southwest main objectives or may impact upon its and or its linked regional local authorities' reputations are prioritised.
- Providing professional advice and technical expertise to a range of internal and external customers about all methods of communications, ensuring that all output is high quality.
- Managing the Fostering Southwest inboxes, evaluating the importance of requests and actioning, escalating to a more senior member of the team where necessary.
- Ensuring all requests are dealt with within an appropriate timeline – for example, media requests will need to be evaluated and actioned immediately, while requests for updates to the website need to be prioritised but must be actioned within five days.
- Monitoring progress on all requests in the inboxes and identifying and raising any risks which could impact upon the delivery to Fostering Southwest service level agreements.
- Liaising and building relationships with representatives of a range of regional local authorities, fostering departments, using technical expertise to influence, as necessary. Providing advice and guidance to service areas about the processes and procedures to be followed when setting up social media sites.
- Dealing with members and staff of all levels confidently, providing guidance and using technical expertise to ensure the Hub's digital content across all channels is always of an extremely high standard.
- Undertaking rigorous quality control of all work, ensuring compliance with current guidelines, accuracy and appropriateness of content.
- Re-writing content supplied by internal and external customers as appropriate to ensure it complies with the Hub's branding guidelines, accessibility guidelines and is written in Plain English and is easy to understand.
- Ensuring the Hub's website and channels are regularly updated and that all press releases are uploaded in a timely fashion.
- Analyse and present clear data about the popularity of news/recruitment stories on the Hub's news channels to present to the Assistant Team Leader and Communications Lead or their representatives, making research-based recommendations to help inform future news/recruitment planning.
- Support the effective and efficient running of the Hub through undertaking a wide range of office administration tasks including telephone cover, photocopying, scanning and the maintenance of effective filing systems in all formats.
- Ensure business needs are being met through adequate office cover at all times and undertake any other related tasks requested by the Hub's Management Team and Governance Board members.
- Take responsibility for monitoring all social media channels, either highlighting and escalating any concerns or queries or responding and posting as appropriate.
- Undertaking rigorous quality control of all work, ensuring compliance with current guidelines, accuracy and appropriateness of content. As well as meeting required accessibility guidelines.
- Support delivery of the overarching Fostering Southwest communications strategy alongside the Communications Lead and external supplier partners to provide an effective and efficient foster carer recruitment offer for the region.
- Ensure that the Fostering Southwest brand is widely recognised and consistent.

Specific requirements for this post:

- This post may involve evening and weekend work as necessary for events and promotions.

Person Specification

Specific qualifications, knowledge, and skills required for this role:

Essential

- Educated to NVQ level 4 in relevant area such as a marketing or communication (or equivalent experience).
- Experience of using online and social media in a work environment and generating excellent social content.
- Strong track record of preparing clear and concise material for use across all communication channels.
- Excellent interpersonal and communication skills with the ability to deal with people at all levels and with a focus on resolving issues and problems.
- Excellent IT and digital skills.
- Ability to turn complex information into Plain English copy and knowledge of accessibility guidelines.
- Experience of working with a range of stakeholders, offering advice and guidance to them as appropriate.
- Excellent time management, organisational and planning skills.
- Working knowledge of all social media channels.
- Ability to sensitively, tactfully and diplomatically deal with conflicting requests from different stakeholders from across the region, making informed decisions about the most appropriate action required.
- Ability to work successfully within a team but, where required, work independently using initiative.
- A good understanding and experience of all aspects of Communications.
- Experience of event organisation.
- Be willing to explore new and effective ways to support the recruitment of foster carers.
- Have initiative and enthusiasm to implement fostering brand awareness raising methodologies.
- A proven track record of creativity and understanding of digital marketing is essential.

Desirable

- Working towards professional qualification, such as CIM or CIPR diploma.
- Experience of having used Wordpress website management system.
- Experience of working in a political environment.
- Experience of using analytics tools, and using this information to improve the customer experience, interpreting the statistics and turning this data into meaningful information.

Career graded posts (where applicable)

This post does not form part of a career grade structure.

Supporting information

Driving classification

Occasional driver

A valid UK driving licence is not required. Occasionally may need to travel to different locations in order to undertake the duties of the role.

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Regular Driver

Must hold a valid UK driving licence and have access to either their own car or a pool car in order to undertake the duties of the role, unless other forms of transport are available and viable to perform the role, including public transport, or unless a reasonable adjustment has been agreed.

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Required Driver

Must hold a valid UK driving licence and will drive a vehicle supplied by the Council in order to undertake the duties of the role.

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Employees should refer to the Corporate Driving at Work policy for further information.

Driving trigger points

The trigger points set out below, regarding driving licence points and at-fault accidents, apply to all staff who drive on council business.

Trigger Points	Corrective Driver Training Course or further action	Additional corrective training if appropriate or further action
Points on driving licence	6	9

Trigger Points	Discussion and advice on expected driving standards	Corrective Driver Training Course or further action	Additional corrective training if appropriate or further action
At fault accidents within a two-year period (whether work or personal)	1	2	3

Job applicants who drive must have 9 or less points on their driving licence and must have less than 4 at fault accidents within a two-year period. If they meet the trigger points, they will be subject to the actions outlined in the table above.

If holding a valid licence, occasional drivers will need to declare penalty points and no-fault accidents as requested. Depending on the role, decisions as to whether this might either affect appointment or require corrective driver training, will be made case by case.

Political restriction	
This role is politically restricted. The job holder is not permitted to undertake political activity involving standing for election as a member of parliament, as an MEP, as a member of the Scottish or Welsh Parliaments. The job holder is furthermore not permitted to canvas on behalf of a political party or a person who is already, or who seeks to be, a candidate. In addition, they may not speak to the public or publish any written or artistic work that could give the impression they are advocating support for a political party.	<input checked="" type="checkbox"/>
This role is not politically restricted.	<input type="checkbox"/>

Professional fees and related occupational costs	
As part of this role, or to support professional development, the job holder is required to be a member of a professional body or association. The job holder is responsible for payment of all professional fees, memberships, registrations or subscriptions and no reimbursement or contribution towards these will be provided by the council.	<input type="checkbox"/>
This role does not have any professional or occupational membership requirements.	<input checked="" type="checkbox"/>

Clearances – Disclosure & Barring Service (DBS)	
This role will be engaged in 'regulated activity' providing specific services relating to children or vulnerable adults and is subject to a Disclosure from the Disclosure and Barring Service.	<input checked="" type="checkbox"/>
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require an Enhanced DBS check before appointment can be confirmed.	<input type="checkbox"/>
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require a Standard DBS check.	<input type="checkbox"/>
This role is not subject to a Disclosure from the Disclosure and Barring Service in order to undertake the duties of the role.	<input type="checkbox"/>

Clearances – Baseline Personnel Security Standard (BPSS)	
This role requires access to the GCSX network and is subject to a BPSS check.	<input type="checkbox"/>
This role is not subject to a BPSS check.	<input checked="" type="checkbox"/>

Clearances – Non-Police Personnel Vetting (NPPV)	
This role requires working in partnership with the police, and/or having access to Police related systems and is subject to a NPPV check at level 2* . (*regular access to police premises and police information, intelligence and financial or operational assets. Occasional access to those deemed 'secret').	<input type="checkbox"/>
This role requires working in partnership with the police, and/or having access to Police related systems and is subject to a NPPV check at level 3* (*regular unsupervised access to police premises and/or access to police information and/or information systems and/or hard copy	<input type="checkbox"/>

<p><i>material either on police premises or by remote access up to “secret” level. A level 3 includes a check on you, your spouse/partner, co-residents, and all family members).</i></p> <p>This role is not subject to a NPPV check.</p>	<input checked="" type="checkbox"/>
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Safeguarding	
<p>For all roles within Children’s Services. Wiltshire Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and all staff are expected to share this commitment. You will be expected to report any concerns relating to the safeguarding of children, young people or vulnerable adults in accordance with agreed procedures. If your own conduct in relation to the safeguarding of children, young people or vulnerable adults gives cause for concern, the council’s agreed child protection/vulnerable adults protection procedures will be followed.</p>	<input checked="" type="checkbox"/>
<p>For all roles within Adult Social Services. Wiltshire Council is committed to safeguarding and promoting the welfare of vulnerable adults and all staff working for the council are expected to share a commitment to this. You will be expected to report any concerns relating to the possible abuse of a vulnerable adult in accordance with the agreed interagency safeguarding adults’ procedures. If your own conduct in relation to the safeguarding of vulnerable adults gives cause for concern, the council’s agreed interagency safeguarding adults’ procedures will be followed, alongside implementation of the council’s disciplinary procedure. The job holder is accountable for their safeguarding of vulnerable adult responsibilities to their line manager.</p>	<input type="checkbox"/>
<p>For all other roles within the council. Wiltshire Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and all staff are expected to share this commitment. You will be expected to report any concerns relating to the safeguarding of children, young people or vulnerable adults in accordance with agreed procedures. If your own conduct in relation to the safeguarding of children, young people or vulnerable adults gives cause for concern, the council’s agreed child protection/vulnerable adults protection procedures will be followed.</p>	<input type="checkbox"/>