



Newcastle City Council Job Description



Post Title: Recruitment and Engagement Officer (Fostering) A4387

Evaluation: 479 points **Grade:** N6

Responsible To: Lead Manager Fostering and Adoption

Responsible For: N/A

Job Purpose: The recruitment and engagement of resilient, skilled and nurturing Foster Carers to meet the needs of Newcastle's looked after children and young people

Main Duties: The following list is typical of the duties the post holder will be expected to perform. It is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.

1. To plan, implement, monitor and evaluate a multi layered communications strategy that will lead to the successful recruitment of prospective foster carers
2. Using a range of communication means the role will seek suitable people to foster and will then ensure their experience of enquiring to be foster carers is responded to in a welcoming and timely manner
3. To work closely with the Fostering Services and Foster Carers, with a direct link to the Council's corporate Communications Team and Information Communication Team to develop and deliver an annual calendar of promotional events
4. To creatively present events, promotions, and awareness raising opportunities to ensure the profile of fostering is maintained across the City at all times to ensure the needs of children can be met
5. To develop and produce effective promotional materials
6. To evaluate the success of marketing campaigns, promotional material, web based activity etc, and provide regular reports to the Lead Manager for Fostering and Adoption to ensure best practice and a flexible response to the needs of the service



7. To review and revise policies and procedures around the recruitment and engagement of foster carers in line with national trends, practice developments and changes in legislation.
8. To work within budget constraints and seek value for money in all activities
9. To keep abreast of fostering trends across the country and in the North East to enable up to date means to recruit foster carers, and to link in with events taking place elsewhere
10. To be the first line of contact with those people making enquiries about fostering and to ensure they are welcomed and encouraged to be part of Newcastle City Council's Fostering Service
11. To work closely with approved Foster Carers to celebrate their achievements, to communicate their successes, to involve them in events, and to encourage them to use their word of mouth to talk about their positive experience of fostering
12. To maintain confidentiality
13. To use excellent written and verbal communication
14. To be self-motivated and creative to work flexibly within Children's Social Care
15. To promote and implement the Council's Equality Policy in all aspects of employment and service delivery.