

 Stockton-on-Tees BOROUGH COUNCIL	JOB DESCRIPTION
Directorate: Children's Services	Service Area: Childrens Social Care, Childrens Care and Complex Needs Fostering Team
JOB TITLE: Marketing and Recruitment Officer - Fostering and Supported Lodgings	
GRADE: J	
REPORTING TO: Registered Fostering Manager	
1.	<p>JOB An opportunity has arisen in the Children's Social Care Team at Stockton-on-Tees Borough Council, to support and deliver a range of multi-media marketing and communication activities and campaigns as well as arrange information events to attract potential foster carers, retain current foster carers, and recruit and retain supported lodgings carers from a diverse range of individuals and households.</p> <p>This is an excellent opportunity to gain experience in a challenging and rewarding service.</p> <p>We are looking for an individual with a strong public sector ethos, credible marketing skills and an enthusiasm to meet the challenges of communicating effectively to a wide range of stakeholders including the public and professionals.</p> <p>An online application form and further information is available from www.stockton.gov.uk/jobs.</p> <p>Please ensure you refer to the Job Description and the essential and desirable criteria in the Person Specification when completing the Personal Statement on the application form, as this information is used to select candidates for interview.</p> <p>If you would like an informal discussion about the post, please contact Judith Henderson, Family Placement Registered Manager</p> <p>The application form is available in alternative formats from Xentrall Recruitment Services, tel: 01642 526992 or email recruitment@xentrall.org.uk</p> <p>Stockton-on-Tees Borough Council ensures that all customers, both internal and external receive a consistently high quality level of service.</p>

	SUMMARY:
2.	MAIN RESPONSIBILITIES AND REQUIREMENTS
1.	To plan, agree and deliver an annual, multi-media communications plan for the Fostering and Supported Lodging to support the on-going successful recruitment and retention of foster carers and supported lodgings carers whilst also celebrating the success and achievements of carers and their families.
2.	To liaise with the Council's Design and Print team as well as contracted photographers and videographers to ensure the coordinated delivery of all aspects of the communications plan.
3.	To ensure the maintenance of up-to-date and high quality website content on the Stockton-on-Tees Borough Council websites which meets the Government's accessibility laws (currently the international WCAG 2.1 AA accessibility standard).
4.	To ensure the maintenance and development of up-to-date digital and print materials for both marketing and training purposes.
5.	To write and commission photography for the Council's residents' magazine, Stockton-on-Tees News.
6	To deal with media enquiries relating to fostering including setting up broadcast interviews in liaison with the Council's Media Team.
7	To maintain and develop Stockton-on-Tees Borough Council's dedicated Fostering social media accounts.
8	Upload images to the Council's media storage system
9	Monitor and provide timely feedback on the effectiveness of marketing campaigns.
10	Act as brand champion for the Council and Fostering brand and ensure the highest standards of brand application in all communications. .
11	Develop specialist interest in fostering and supported lodgings campaign issues and monitor related activity in other organisations and nationally to help inform the communications plan for Stockton-on-Tees.
12	Plan and deliver an annual calendar of promotional, retention and celebration events.
13	Provide supervision, support and mentoring to apprentice and or students as appropriate.
14	Work within budget constraints and seek to achieve value for money in all activities.
15	Maintain regular liaison with the team and connected services to understand the dynamics of the fostering and supported lodgings carers portfolio and the demand for permanent and respite carers.
16	Maintain regular liaison with the Corporate Communications team and identify areas of shared working
17	Work closely within and with other Local Authorities and public sector partner organisations to ensure co-ordinated delivery of events, promotions and campaigns related to fostering recruitment.
18	Maintain confidentiality.
19	Contribute to the training of departmental staff as need be.

	20	Maintenance of records and administrative system as required by the Department.
	21	Ensuring that statutory and departmental policy requirements are complied with in all aspect of the work.
	22	Participate in supervision and appraisal process
	23	This position may require staff to work flexibly outside the normal office hours
	24	To enhance the Department's image within the Authority by promoting awareness of services and achievements and encourage greater participation

3. GENERAL

Job Evaluation - This job description has been compiled to inform and evaluate the grade of J using the NJC Job Evaluation scheme as adopted by Stockton Council.

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

Workforce Culture and supporting behaviours and Code of Conduct – The post holder is required to carry out the duties in accordance with Workforce Culture and supporting behaviours, code of conduct, professional standards and promote equality and diversity in the workplace.

Shaping a Brighter Future – The post holder will embrace the Council's "Shaping a Brighter Future" programme.

Personal Development – As defined by the Council's Culture Statement, all employees will take responsibility for their own development

Customer Services – The post holder is required to ensure that all customers both internal and external, receive a consistently high quality level of service, commensurate to the standards required by Stockton on Tees Borough Council.

Policies and Procedures – The post holder is required to adhere to all Council Policies and Procedures.

Health and Safety – The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with the Council Health and Safety policies and procedures.

Safeguarding – All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Stockton Council's Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.

	Name:	Signature:	Date
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Job Description written by: (Manager)			
Job Description agreed by: (Post holder)

Job Description dated June 2022



PERSON SPECIFICATION

Job Title/Grade	Marketing and Recruitment Officer – Fostering and Supported Lodgings	J
Directorate / Service Area	Childrens Care and Complex Needs Family Placement Team	
Post Ref:		


	ESSENTIAL	DESIRABLE	MEANS OF ASSESSMENT
Qualifications	Graduate Qualification or equivalent	Degree in a Communications subject such as Marketing and/or Media, CIM	Application form Interview Certificate check

<p>Knowledge & Skills</p>	<p>Experience of delivering multi-media communications campaigns that produce measurable results</p> <p>Experience of working within a PR/marketing environment</p> <p>Designing and implementing marketing campaigns and themed events such as celebration and promotional events</p> <p>Knowledge of publicity, communications and media issues</p> <p>Experience of evaluating campaigns and writing evaluation reports</p> <p>Computer literate and able to operate IT and camera equipment</p> <p>Presenting and delivering to a public audience</p> <p>Excellent communication skills (oral and written)</p>	<p>Experience of working in people services either in the public or private sector</p> <p>Experience of marketing and recruitment of fostering services</p> <p>Knowledge of children's services</p> <p>Knowledge of fostering matters and the issues surrounding looked after children and young people.</p>	<p>Application / Interview</p> <p>References</p>
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Specific behaviours relevant to the post	<p>Demonstrate the Council's Behaviours which underpin the Culture Statement.</p> <p>Ability to think creatively</p> <p>Ability to understand, analyse and distil a clear message from complex information</p> <p>Achieves deadlines Confident</p> <p>Approachable</p> <p>Friendly</p> <p>Uses initiative</p> <p>Smart appearance</p> <p>Creative and imaginative</p> <p>Strong commitment to public services</p> <p>Motivated to achieve</p> <p>Strong interpersonal and networking style</p>		<p>Application / Interview</p> <p>References</p>
Other requirements	<p>Flexible approach to working outside of normal office hours</p> <p>Capacity for independent travel across the Borough</p>	Ability to communicate with both children and adults	<p>Application / Interview</p> <p>References</p>

Person Specification dated

June 2022

 Stockton-on-Tees BOROUGH COUNCIL	KNOWN RISKS FOR THIS ROLE
DIRECTORATE: Children's Service	SERVICE AREA: CIOC & Complex Needs
JOB TITLE: Marketing & Recruitment Officer	
GRADE:	
REPORTING TO: Registered Fostering Manager	

The following are the known risks for this role, more than one may apply. Where there are no known risks this will be indicated.

Known Risk	Yes/No
Is required to work at heights or on ladders	No
Is required to work in confined spaces or unusual environmental conditions where specialist equipment or breathing apparatus is needed	No
Is required to drive a Council vehicle or regularly transporting other person/clients/pupils in own vehicle as part of normal duties	No
Is required to drive an HGV/LGV/PCV/Minibus	No
Is required to undertake agriculture, horticulture or gardening work	No
At risk from noise that might affect an employee's health (will be required to wear ear protection)	No
Will be exposed to vibration likely to be above the exposure action level.	No
Is exposed to hazardous substances as detailed in Appendix 1	No
Is likely to be exposed to asbestos	No
Is at risk of a needle stick injury or human bite or could be exposed to blood, sewerage, bodily fluids.	No
May be exposed to lead or lead based products	No
Will handle food	No
Will require a health assessment for regular night working	No
Will be required to undertake the Display screen equipment training	Yes
Other known risks – please detail	none
No known risks associated with this role	none

As the manager of this post, I declare that the details above are an accurate reflection of the risks associated with the post.

Signature of Manager:



Date: 31 Jan 22