



Job Title:	Experts in Hand Digital Information Officer
Team/Service Area:	Education
Salary/Grade:	Grade 5
Line Manager:	Education Data & Information Officer
Direct Reports:	0
Location:	Agile / Bunnyhill / schools and other company-recognised workplaces as required

About Us

Established in 2017, Together for Children Sunderland is on a mission to improve services in social care, early help and education and engage the whole community in giving children and young people in Sunderland the best possible opportunity to thrive.

Our dedicated workforce strives to make a difference, irrespective of our work vocation or specialism.

We value diversity and actively seek candidates from all backgrounds, including various ages, disabilities, neurodiverse individuals, gender identities, sexual orientations, religions, beliefs, races, and cultural backgrounds. Our inclusive workplace culture fosters collaboration and excellence.

Find out more: [Find out more - Together for Children](#)

About the Role

To lead the development, delivery and continuous improvement of digital communication, engagement and information systems supporting the Experts in Hand model, ensuring that children, families, schools, settings and practitioners can access the right support at the right time.

The postholder will apply specialist expertise in digital engagement, information design and data insight to improve system visibility, accessibility and user experience across Sunderland's inclusion and SEND system. The role will contribute to earlier intervention, improved navigation of services and more effective use of resources across the graduated response.

Key Responsibilities

The postholder will lead and coordinate digital information, communication, engagement and insight activity to support delivery of Experts in Hand. Duties will include:

- Lead the design, development and maintenance of digital platforms, including web content, to support Experts in Hand.
- Create and maintain a clear, accessible digital front door for inclusion support, ensuring pathways are easy to understand and navigate.
- Ensure digital information is accurate, accessible, up to date and compliant with corporate, statutory, data protection and accessibility standards.
- Design and deliver targeted digital communication and engagement activity for schools, education settings, early years providers, children, young people and families.
- Translate complex SEND and inclusion systems into clear, accessible information for a range of audiences.
- Work in partnership with corporate communications, partner agencies and service leads to ensure consistent, high-quality messaging.
- Gather, analyse and interpret engagement, usage and performance data to monitor effectiveness, identify gaps in awareness or access, and inform service improvement.
- Produce high-quality management information, briefings, updates and reports to support decision-making and strategic planning.
- Provide advice, guidance and training to practitioners and providers on accessing Experts in Hand services, using digital tools and communicating effectively with families.
- Support consistent system-wide understanding of inclusion pathways and the graduated response.
- Work collaboratively across education, SEND, early help, health, Family Hubs, schools, settings and other partners to align communication and engagement activity.
- Facilitate consultation and engagement activity with stakeholder groups, including families, settings and partner agencies.
- Monitor emerging digital trends, tools and communication approaches and recommend improvements where they support service priorities.
- Develop business cases or proposals for new or improved digital solutions where required.
- Act as a champion for innovation, inclusion and accessibility in communication and engagement approaches.
- To safeguard and promote the welfare of children and young people.

- Champion equity, diversity and inclusion in all aspects of your work and the communities you assist.
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Our Expectations

You must undertake this role in accordance with the requirements set out below:

- Promote safeguarding, equality, diversity and inclusion, support value for money and risk management, and ensure confidentiality and high data-quality standards.
- Comply with Together for Children's Code of Conduct, People policies and procedures, Health and Safety Policy and EDI Statement.
- Uphold all relevant professional policies, standards and legislative requirements
- Adhere to the Data Protection Act 2018 and GDPR principles in relation to the management and handling of personal and/or sensitive information and respect the privacy of personal information managed by Together for Children Sunderland.
- Comply with the Freedom of Information Act 2000.

This job description is a guide to the duties you will be expected to perform. It is not an exhaustive list, and you may be required to undertake other tasks and duties not listed that are reasonably commensurate with the job role and grade of the post.

Where a fundamental change to the job description is needed this will be discussed with the postholder prior to any changes being made

Date: September 2026

Person Specification –Experts in Hand Digital Information Officer

The essential requirements for this post and how candidates will be assessed are set out below. Where ‘application form’ is the method of assessment, candidates should evidence that they meet these criteria, to be successful at the shortlisting stage.

We encourage the use of different methods of assessment, including using skills-based assessments, as part of the selection process. Any assessments will usually be carried out prior to interview for shortlisted candidates. Examples include job-related tasks (e.g. analysis of data, in-tray exercise, case study analysis), presentation, group exercises, Children and Young People’s Panel.

Essential Requirements	Method of Assessment
Qualifications • Level 3 qualification, or equivalent demonstrable experience, in digital communications, information management, service improvement or a related discipline. • Good literacy and numeracy skills, with evidence of relevant continuing professional development.	Application Form
Experience • Experience in a digital communications, information, business support, project support or service improvement role. • Experience maintaining digital information resources, websites, directories or service information to agreed standards. • Experience using data, feedback or analytics to monitor activity and support improvement. • Experience working with internal and external stakeholders and managing competing deadlines with limited day-to-day supervision.	Application Form / Interview
Knowledge and Understanding • Good working knowledge of digital communication, content design, accessibility and inclusive communication principles. • Understanding of SEND, inclusion, education services or multi-agency children’s services.	Application Form / Interview / Skills-based assessment

• Understanding of data protection, confidentiality, information governance and appropriate handling of sensitive information. • Knowledge of Microsoft 365 and digital tools used to manage content, communication, reporting and collaborative working.	
Skills and Abilities • Ability to interpret information and present key messages clearly, accurately and accessibly. • Ability to produce high-quality digital content, briefings, guidance and reports with strong attention to detail. • Ability to analyse information or feedback, identify themes and make practical recommendations. • Ability to organise and prioritise work, use initiative and judgement, and escalate risks appropriately. • Ability to build effective relationships and communicate confidently with colleagues, schools, settings, families and partners.	Skills based assessments / Interview
Other Requirements • Commitment to inclusion, equality, diversity, safeguarding and improving outcomes for children and young people. • Commitment to confidentiality, professional standards and flexible working across sites as required.	Interview

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