JOB DESCRIPTION

November 2014

DIRECTOR AREA: **Children's**	**Service Area:**
Head of Service area: **Education Support**	**Is this description a generic JD?** **Yes / No**
GRADE:	**JEM Reference No: 4532** **Enhanced DBS Required? Yes No**

JOB TITLE: Adoption & Fostering Marketing and Recruitment Co-ordinator

REPORTS TO: Team Manager - Fostering

1. PURPOSE OF JOB:

To create, develop and manage a marketing and recruitment plan for the Adoption and Fostering Services.

To develop and promote marketing and recruitment skills in the teams and to attract foster carers and adopters from a diverse range of backgrounds. To assist ongoing work with carers and to develop their role in recruiting new carers.

To manage a group of staff responsible for promotion of fostering and undertaking initial contact with the public.

To be responsible for effective commissioning of media campaigns and ensure a best value approach to recruitment. Within a defined budget

2. MAIN RESPONSIBILITIES, TASKS & DUTIES

	i.	To develop and implement a marketing strategy for recruiting of adopters and foster carers to meet the needs of Children Looked After by Lincolnshire County Council and Service Plan recruitment targets. Ensure that the service meet the diverse needs of a demanding market and research, plan, produce and deliver marketing and recruitment strategies for a range of carers and adopters.
	ii.	To provide a high quality communications service for adoption and fostering together with an understanding of working with diverse racial and cultural groups as well as the specialist field of placements.
	iii.	To develop and implement a communications strategy, which raises the profile of adoption and fostering externally and within the Council in partnership with the Communications Team.
	iv.	To work with managers to ensure the achievement of best value and to benchmark the marketing and recruitment functions against other local authorities to ensure it achieves quality and value for money. To work closely with the Council's Customer Service Centre and Communications Team in the provision of this service.
	v	To work with the Customer service centre, managers and staff to develop

		an improved customer journey in the fostering and adoption service.
	v.	To work closely with the media when dealing with press enquiries and request for interviews and reportage.
	vi.	To raise the external profile of the adoption and fostering services in placing adverts in specialist and local press. To commission advertising in line with service requirements.
	vii.	To devise specific recruitment strategies for children with disabilities, older children and sibling groups. To 'profile' individual children to enable them to find new families. To work closely with the adoption and fostering teams, to review and agree future plans.
	viii.	To project manage in conjunction with the PR and events teams, special events, launches, visits, campaigns and other promotional opportunities and initiatives that maximize the profile of the fostering and adoption services
	ix.	To co-ordinate Lincolnshire's response strategy to local and national recruitment campaigns. To monitor the response and approval of carers in line with Fostering and Adoption Minimum Standards and Regulations.
	x.	To provide reports to managers on performance and contribute to the preparation for Ofsted inspection.
	xi.	To measurably contribute to the development and success of recruitment of carers that meet ambitious objectives and targets.
	xii.	To undertake research into marketing strategies. To obtain the most economically effective and efficient ways of delivering the service. To analyse and evaluate impact.
	xiii.	To involve foster carers and adopters in promotions and events within the recruitment strategy.
	xiv.	To attend meetings as agreed with managers.
	xv.	To provide training as agreed with managers.
	xvi.	To moderate the internal website and social networking material and manage the content.

3.	**MANAGEMENT OF PEOPLE** Not applicable
4.	**CREATIVITY AND INNOVATION** The post holder will need to be creative in raising the profile of the adoption and fostering services. The post holder will be required to set up and evaluate a range of recruitment activities using the local media, personal presentations and other means to capture the interest of the general public. This will also involve learning from best practice elsewhere (both within the local authority and independent sectors). Working closely with the Directorate's Communications Team and project managing a range of special events
5.	**CONTACTS AND RELATIONSHIPS** • Staff in Fostering and Adoption Services. • Customer Service Centre. • Staff in Communications team. • Carers and prospective carers.

	• Adoption Consortium and other partnerships. • Relevant external organizations for promoting the adoption and fostering service. • Cultural and community groups.
6.	**DECISIONS** The personal effectiveness of the post holder and successful implementation of marketing and recruitment strategies will be crucial to the Directorate's attainment of : • National Minimum Standards and performance targets • Reduced dependency on out of county placements • Value for money services • A supply of suitable carers and choice of placements
	Discretion The post holder will have the professional discretion to use a range of marketing and recruitment incentives and methods proven to be of interest to potential carers and effective in terms of cost and results
	Consequences The post has an impact on the reputation of the Authority because of the appropriateness of decision making for vulnerable children and the best possible outcomes for them. A successful carer recruitment strategy will have a major impact on the Council's use of external placements and budget expenditure. Successful local recruitment will be critical to the requirement on the Council to place children as near to their home as possible; the achievement of placement stability; adoption rates and the overall numbers of children placed in either foster care or with adopters
7.	**RESOURCES** The post holder will manage a recruitment budget

8.	**WORK ENVIRONMENT**
	a) **Work Demands** The post holder will be required to work to tight deadlines within a culture of target setting and a continuous focus on increasing the numbers of adopters and foster carers. Some evening and weekend working will be expected
	b) **Physical Demands** There are no unusual physical demands associated with this post
	c) **Working Conditions** There are no adverse working conditions
	d) **Work Context** The post holder will be expected to create and manage a sensitive yet ambitious marketing and recruitment strategy which acknowledges the needs of both children and prospective carers
9.	**KNOWLEDGE AND SKILLS** • Marketing and recruitment • Project management • Valuing Diversity • Health and Safety • Data Protection • People skills to work with a range of interested parties • Experience of staff supervision
10.	**GENERAL**
Job Evaluation - This job description has been compiled to allow the job to be evaluated using the GLEA Job Evaluation scheme as adopted by the County Council.	
Other Duties - The duties and responsibilities in this job description are not exhaustive The post holder may be required to undertake other duties that may be required 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.	
Equal Opportunities - The post holder is required to carry out the duties in accordance with Council Equal Opportunities policies.	
Health and Safety - The post holder 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 Lincolnshire County Council 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:

Job Description written by: [Manager]	..... .	..... .	....
Job Description agreed by: [Post holder]	..... .	..... .	....
Note: Qualifications and Experience headings are included in the Person Specification, see 'Using Competencies in Recruitment & Selection' in the Employment Manual on George. Guidance on the completion of this JD can also be found on George or available from your Directorate HR Adviser.			

PERSON SPECIFICATION

POST: ADOPTION & FOSTERING MARKETING AND RECRUITMENT OFFICER (40039228)

ATTRIBUTES	ESSENTIAL	DESIRABLE
EDUCATION AND QUALIFICATIONS A good standard of education and possession of recognized qualifications in the field of marketing and/or recruitment	✓	
EXPERIENCE Experience of delivering, supporting and assisting with a range of communication and marketing projects including; publications, internet and intranet content, events and launches. This could cover specific experience in the field of fostering and adoption or a transferable area of work.	✓	
Experience of assisting in the development and implementation of marketing and communication strategies.	✓	
Experience of producing publications including ability to write to a high standard, edit copy and the use of photography.	✓	
Experience of setting up and maintaining administrative systems.		✓
Experience of and a commitment to the development and implementation of equal opportunities and valuing diversity policies for both service delivery and employment.	✓	
Preparing Management Reports.		✓
Working successfully with other agencies and professionals.	✓	
Implement a work programmed based on clear targets and timescales.	✓	
Working in and promoting equal opportunities.	✓	
Making presentations.		✓
TRAINING		

ATTRIBUTES	ESSENTIAL	DESIRABLE
The use of marketing and recruitment techniques	✓	
KNOWLEDGE		
A good understanding of the Services provided by the Directorate and its strategic priorities and the priorities of the Council.		✓
Marketing and recruitment	✓	
Understanding of the current Children's Services agenda – Every Child Matters and the Children Act 2004.		✓
Knowledge of IT applications appropriate to the post and Data Protection requirements.	✓	
PRACTICAL AND INTELLECTUAL SKILLS		
A hands on approach together with the intellectual skills to formulate a successful strategy	✓	
Ability to liaise with a wide range of staff and other agencies and organizations.	✓	
Ability to work on own initiative, under pressure, prioritise and plan workloads.	✓	
Ability to analyse data to inform strategic planning and to compile reports and information.	✓	
The skills to foster novel approaches to engaging with the public and recruitment of carers	✓	
Ability to prepare concise, well written reports and communicate effectively with a range of professionals and colleagues.	✓	
Project management skills to deliver an efficient and effective marketing and recruitment strategy.	✓	
Ability to carry out the duties of the post in an anti-oppressive manner.	✓	
ATTITUDES		

Show a commitment to the County Council's aspirations for children looked after and their carers	✓	
Willingness to be flexible in approach to the demands of the job, including working outside of office hours	✓	
Ability to uphold good practice in a non-judgmental way in difficult situations.	✓	
Capacity to manage competing demands on time.	✓	
Continually seek improvements to existing systems and guidance.	✓	
Work collaboratively with colleagues, including carers, involved in the placement of children looked after	✓	

<u>ADDITIONAL REQUIREMENTS</u> Full driving licence and a willingness to travel to various locations in the County.	✓	