

## JOB DESCRIPTION & PERSON SPECIFICATION

**Director Area:** Children's Services

**Job Ref Number:** 04234

**Service Area:** Regulated

**Grade:** G9

**Job Title:** Family Adoption Links - Marketing and Recruitment Officer

### PURPOSE OF JOB:

Lincolnshire County Council is part of the Family Adoption Links (FAL) Regional Adoption Agency (Partnership).

Hosted by Lincolnshire County Council, the adoption services from Rutland, Leicestershire, North Lincolnshire, Leicester City and Northamptonshire Children's Trust (NCT) have come together, sharing best practice to find families for children, recruit potential adopters and improve support for adoptive families.

To lead and deliver effective marketing, communications and recruitment campaigns that attract prospective adoptive parents from diverse backgrounds across the region. The postholder will play a critical role in raising awareness of adoption, promoting the RAA's services and supporting the drive and collective ambition for the recruitment of suitable adopters to meet the needs of children requiring an adoption placement.

### Key Responsibilities:

To have strategic responsibility for all aspects of marketing activity and communications for Family Adoption Links Regional Adoption Agency and to lead the creative direction and tone of FAL marketing and communications; provide direction and support to local communication leads

To lead and work effectively across the 6 local authority/trust areas involved in the Regional Adoption Agency to manage and develop relevant communications of both an internal and external nature on their behalf and in full collaboration with them, share best practice to find families for children, recruit potential adopters and improve support for adoptive families

To manage the RAA's website and social media channels ensuring regular and engaging content that reflects the agency's values and priorities. To share this with all partners to promote and further motivate partners locally to reach out to their local communities to attract adoptive families

To develop and implement targeted recruitment campaigns using digital, print, and broadcast media to increase awareness of adoption and promote the agency's brand both locally and for all national events

To monitor, evaluate and report on campaign performance using analytics and feedback to improve engagement and conversion rates from the website and from each partner thus improving outcomes for children in care

To create and manage promotional materials (leaflets, videos, newsletters etc) in accordance with regional and national strategy ensuring that messages are clear, inclusive and supportive

To provide advice and support to FAL on the management of news, content and media relationships to engage key stakeholders and protect and enhance the reputation of the partnership and the Councils who commission it. To include both long-term strategy and day-to-day operations.

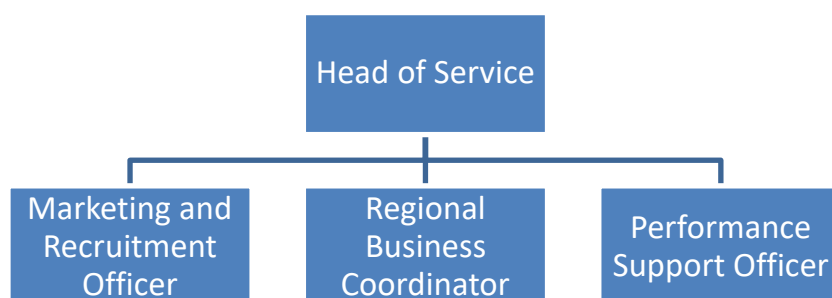
To work with the senior leadership of Family Adoption Links and the other RAA's where required to develop a programme of work to enable communications to contribute to the effective delivery of organisational objectives including all Pan Regional work.

Develop positive relationships with local and national media to support delivery of key messages to broader audiences

Consult with national and local voluntary sectors to ensure a consistency of approach and focus on core initiatives, such as national adoption week.

To ensure that all marketing materials and activities reflect a strong commitment to inclusivity and represents cultural competence in accordance with the core function of the RAA.

#### TEAM STRUCTURE:



#### MAIN DUTIES:

1.	To develop and deliver a long-term, sustained and evidence-based marketing and recruitment strategy for the Family Adoption Links RAA in conjunction with each partners priorities
2.	To devise and implement marketing campaigns, publicity and information material, internet and applications, general information material, and presentations, or specialist material (e.g. for campaigns /presentations, information events etc) to support strategic outcomes.
3.	Use market segmentation techniques including profiling to deliver marketing activity to a targeted audience to support adopter recruitment and the adopter journey.
4.	To identify and develop creative content that maximises opportunities from all media channels to promote Family Adoption Links and attract positive media coverage both for the partnership and in the development o Pan Regional working under the Department for Education.
5.	To develop, promote and protect the RAA brand, including proactive marketing and recruitment initiatives for all partners of Family Adoption Links. To mentor, support and collaborate with partners comms teams to ensure the continued efforts to recruit adopters
6.	To manage activity across the marketing mix in a robust manner and use a high level of creativity and innovation, to maximise value for money and ensure resources are targeted towards the most successful approaches.
7.	To co-ordinate and deliver information events for prospective adopters in conjunction with Adoption England
8.	To maintain a detailed knowledge of the needs of children requiring an adoptive placement and continually tailor adopter recruitment activity to respond to this, including targeted recruitment of adopters for children who wait longer both locally, regionally and nationally

**OTHER DUTIES:**

To participate in staff development, appraisal and training as appropriate, including continuous professional development.

To comply with the Council's agreed policies and procedures including but not limited to Health and Safety, and Equal Opportunities Policies, the Data Protection Act, Freedom of Information Act, Financial Management Regulations and other relevant Council and Government Regulations, Directives and priorities.

To undertake any other tasks, duties and responsibilities as directed and appropriate to the grade and role of the post subject to any reasonable adjustments under the Equality Act 2010.

To participate in the wider development of the service and contribute to service improvement as required within Lincolnshire and across Family Adoption Links

The postholder will have to be expected to adopt a strategic and proactive approach and manage effective and positive outcomes to different situations on behalf of FAL for each partner to capitalise on. The nature of the job dictates that challenging situations, which require original or lateral thinking, may arise on an almost daily basis.

Because the work is highly specialised in nature the postholder will be expected to bring their own skills, experience, and expertise to the job to accomplish their objectives and will be expected to manage and be responsible for their own workload and outputs.

The postholder is also expected to act on their own initiative making appropriate decisions, as necessary. There will be little guidance in the form of procedures and guidelines since much of the work will involve unknown situations, creative innovation and new approaches as directed by the regional or from Adoption England

**PERSON SPECIFICATION:**

Requirements	Where identified*	Essential	Desirable
Educated to degree level or equivalent.	A	x	
Relevant professional qualification.	A		x
Trained in a marketing or communications environment.	A	x	
General media training.	A		x
Trained in social media and video production.	A		x
Devising, implementing and evaluating marketing campaigns.	A/I	x	
Developing creative and innovative content presentations and specialist material			
Website management			
Experience of using market segmentation techniques and systems.			

<p>Experience of delivering events and providing excellent customer service.</p> <p>Reputation management both regionally and nationally</p> <p>Developing and delivering communications activities, both internally and externally.</p> <p>Using marketing and different types of media to achieve a variety of communications objectives.</p> <p>Working collaboratively as part of a project team, as well as working in partnership with other organisations.</p> <p>Delivering communications projects in line with agreed national and regional objectives.</p> <p>Strong project development, organisational skills and delivery skills.</p> <p>Managing and developing people across the partnership by giving advice, guidance and direction as/when required</p>	A/I	X	
<p>Experience of successfully managing news and information in a complex organisation.</p> <p>Crisis management experience.</p> <p>Experience of facilitating good internal communications and sharing across the registered adoption agencies</p> <p>Management of adopter recruitment to meet the needs of children, including targeted recruitment of adopters across a regional and considering the demographics</p>	A/I		x
<p>Strong communications skills, both written and oral.</p> <p>Highly proficient in the use of IT and social/digital media in a professional setting.</p> <p>Well-developed presentation and influencing skills.</p> <p>Full clean driving licence.</p>	A/I	x	
<p>Knowledge and understanding of the issues surrounding internal and external communications in the public sector.</p>	A/I		x

<p>Drive and determination to achieve prescribed targets both regionally and nationally.</p> <p>Customer focused.</p> <p>Flexible approach and a team player.</p> <p>Ability to build and maintain key regional relationships.</p> <p>Empathy and sensitivity in dealing with individuals considering adoption</p>	I	x	
<p>Desire to provide services within a culture driven by customer focus, continuous improvement and service excellence.</p> <p>Desire to expand knowledge and skills.</p>	I	x	
Shows commitment to personal development through CPD and Employee Performance Review.	A/I	x	

\*A = Application form      T = Test/Assessment      I = Interview      P = Presentation

## GENERAL

The postholder is required to take personal responsibility for contributing to organisational transformation and changes in ways of working, maximising the benefits and efficiencies for both internal and external stakeholders including the promotion and use of self-service to achieve maximum cost effectiveness.

The postholder is expected to work to the Lincolnshire County Council Core Values and Behaviours and to carry out the duties in accordance with Lincolnshire County Council policies.

**Other Duties** - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties 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.

**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 their work.