

## JOB DESCRIPTION & PERSON SPECIFICATION

<b>Director Area: Children's Services</b>	<b>Job Ref Number:</b>
<b>Service Area: Regulated</b>	<b>Grade: 10</b>
<b>Job Title: Family Adoption Links Marketing and Recruitment Officer</b>	

### PURPOSE OF JOB:

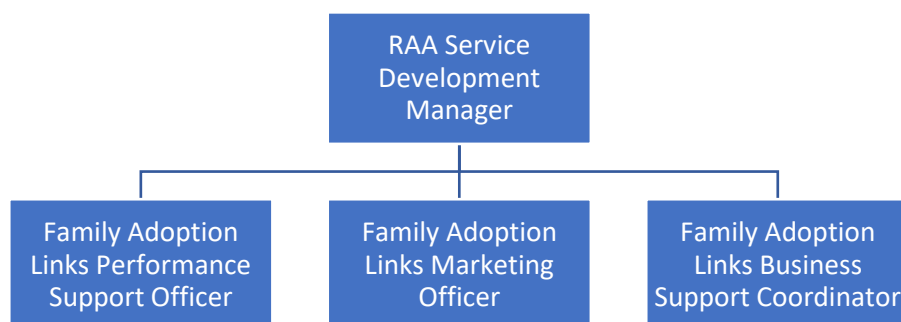
To have strategic responsibility for all aspects of marketing and communications for Family Adoption Links Regional Adoption Agency and to lead the creative direction and tone of FAL marketing and communications

To work effectively across the 5 local authority areas included in the Regional Adoption Agency to manage relevant communications of both an internal and external nature on their behalf and in full collaboration with them.

To provide PR 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 RAA and the four Councils who commission it. To include both long-term strategy and day-to-day operations.

To maintain good intelligence, media relationships and media scanning practices to identify opportunities to promote and support the objectives and activities of the Regional Adoption Agency.

### TEAM STRUCTURE:



### MAIN DUTIES:

1.	To develop and deliver a long-term, sustained and evidence based marketing strategy for the Family Adoption Links RAA.
2.	To devise and implement marketing campaigns, publicity and information material, internet and intranet applications, general information material, and presentations, or specialist material (e.g. for road shows/presentations, information events etc) to support strategy.
3.	Gather and analyse performance data, including monitoring the customer journey and use this to develop evidence-based approaches to marketing activity based on customer insight ensuring marketing budgets are spent as effectively as possible.

4.	Use market segmentation techniques including profiling to deliver marketing activity to a targeted audience in order to ensure value for money.
5.	To identify and develop creative content that maximises opportunities from all media channels to promote FAL and attract positive media coverage
6.	To develop, promote and protect the RAA brand, including proactive, reactive, and crisis reputation management
7.	To manage activity across the marketing mix in a robust manner and using a high level of creativity and innovation, to maximise value for money and ensure resources are targeted towards the most successful approaches.
8.	To co-ordinate information events for prospective adopters.
9.	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 with 'harder to place' characteristics.

#### **OTHER DUTIES:**

	<p>To participate in staff development, appraisal and training as appropriate, including continuous professional development.</p> <p>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.</p> <p>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 Disability Discrimination Act 1995 as incorporated into the Equality Act 2010.</p> <p>To participate in the wider development of the service and contribute to service improvement as required.</p>
--	---

#### **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 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>Handling enquiries including use of a customer relationship management (CRM) system.</p> <p>Reputation management.</p> <p>Developing and delivering communications activities, both internally and externally.</p> <p>Using email 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 SMART objectives.</p> <p>Project development and delivery skills.</p> <p>Managing and developing people.</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.</p> <p>Management of adopter recruitment to meet the needs of children, including targeted recruitment of adopters.</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

Drive and determination to achieve prescribed targets.  Customer focussed.  Flexible in approach and a team player.  Ability to build and maintain key regional relationships.	I	x	
Desire to provide services within a culture driven by customer focus, continuous improvement and service excellence.  Desire to expand knowledge and skills.	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 customers, 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 the course of their work.