JOB DESCRIPTION & PERSON SPECIFICATION

Director Area: Children's	**Job Ref Number:** 04237
Service Area: Regulated Services- Fostering	**Grade:** G8
Job Title: Fostering Marketing & Recruitment Officer	

PURPOSE OF JOB:

To have strategic responsibility for all aspects of marketing and communications for the fostering service and to lead the creative direction and tone of marketing and communications

To provide PR advice and support to management on the management of news, content and media relationships to engage key stakeholders and protect and enhance the reputation of the fostering service.

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 fostering service.

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

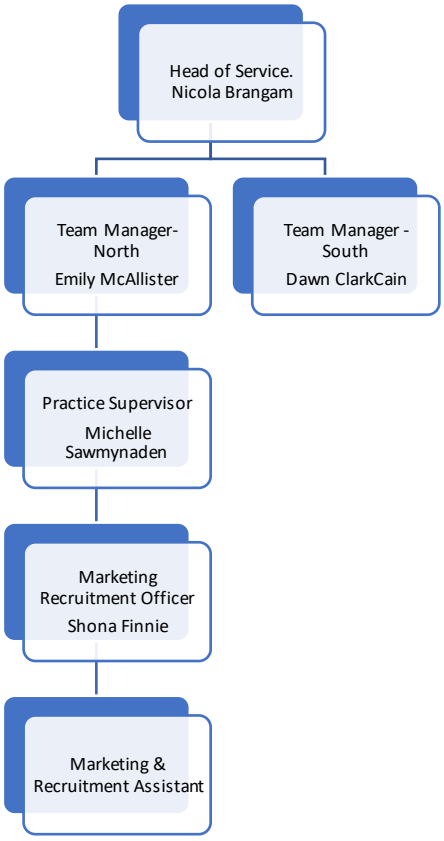
To develop and promote marketing and recruitment skills in the teams and to attract foster carers from a diverse range of backgrounds. To assist ongoing work with carers and to develop relationships with foster care champions.

To work with a group of staff responsible for promotion of fostering and undertaking initial contact with the public to raise awareness of fostering in Lincolnshire.

Management of a Marketing Assistant.

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

STRUCTURE CHART:



MAIN DUTIES:

1	To develop and deliver a long-term, sustained and evidence-based marketing strategy for the Fostering Service.
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 the customer journey, to inform evidence-based, innovative marketing activity across the mix to maximise value for money and ensure resources are targeted towards the most effective approaches.
4	To identify and develop creative content that maximises opportunities from all media channels to promote fostering and attract positive media coverage.
5	To co-ordinate information events for prospective foster carers.
6	To maintain a detailed knowledge of the needs of children requiring an fostering placements and continually tailor fostering recruitment activity to respond to this, including targeted recruitment of foster carers for children with 'harder to place' characteristics.
7	Support the retention of foster carers by developing and delivering targeted engagement strategies informed by insight and feedback, including attending in-person events across the county to build relationships, celebrate carers' contributions, and foster a sense of community.
8	Lead on the scouting, organisation, and delivery of in-person recruitment events across the county - identifying high-impact opportunities, managing logistics, and representing the

	service with professionalism and creativity to engage prospective foster carers and raise awareness of the fostering offer. Recruitment events include working evenings and weekends.
9	To participate in the wider development of the service and contribute to service improvement as required.
10	At all times create a positive image of the County Council and ensure Council resources, the fostering website and social media are all optimised and utilised effectively and efficiently.
11	Proactively develop positive and collaborative working relationships with a range of customers/clients, stakeholders and partners and promote fostering friendly employers across Lincolnshire.
12	To provide reports to managers on performance and analytical data and contribute to the preparation for Ofsted inspection.
13	Management of people: Supervise regular supervision and oversight of the marketing assistant (MA) and take part in monthly joint supervisions with the Practice Supervisor and MA.
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 Disability Discrimination Act 1995 as incorporated into the Equality Act 2010. ▪ To participate in the wider development of the service and contribute to service improvement as required.

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	
Trained in social media and video production.	A	x	
Experience of dealing with the public either face to face, telephone or written capacity	A/I	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. Experience of delivering events and providing excellent customer service. Handling enquiries including use of a customer relationship management (CRM) system. Reputation management. Developing and delivering communications activities, both internally and externally. Using email marketing and different types of media to achieve a variety of communications objectives. Working collaboratively as part of a project team, as well as working in partnership with other organisations. Delivering communications projects in line with SMART objectives. Project development and delivery skills. Managing and developing people.			
Experience of successfully managing news and information in a complex organisation. Experience of facilitating good internal communications. Management of recruitment to meet the needs of children, including targeted recruitment of foster carers.	A/I		x
Able to develop and maintain collaborative working with a variety of colleagues/ customers	A/I	x	
A commitment to self development including ability to attend training courses which may be away from the office and be prepared to undertake further additional training	A/I		x

Flexible and responsible approach to work as there will be some evening and weekend working associated with this role	A/I	x	
Contribute to the development of, and gain support for, the Directorate's shared values, vision, policies, objectives and strategies from staff, service users, other agencies and the public.	A/I		x
Strong communications skills, both written and oral. Highly proficient in the use of IT and social/digital media in a professional setting. Well-developed presentation and influencing skills.	A/I	x	
Experience of working in Local Government or a political environment	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 local relationships.	A/I	x	
Shows flexibility in thinking and is always looking for new approaches and continually keeping up to speed on market developments and trends	I		x
Displays high integrity around all that is confidential.	I	x	
Essential car user and full clean driving license.		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.