

JOB DESCRIPTION & PERSON SPECIFICATION

Director Area: Children's

Job Ref Number: 04238

Service Area: Regulated Services- Fostering

Grade: G4

Job Title: Fostering Marketing & Recruitment Assistant

PURPOSE OF JOB:

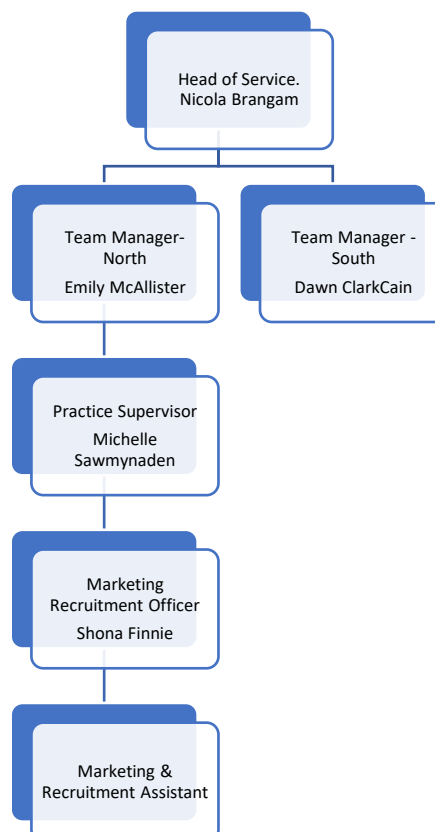
Contribute to the development of, and gain support for, the Directorate's shared values, vision, policies objective and strategies from staff, service users and carers, other agencies and the public.

To support the Marketing and Recruitment Officer (MRO) with delivering aspects of the marketing and recruitment plan for the Fostering Services.

To undertake delegated tasks to support and attract prospective foster carers from a diverse range of backgrounds.

When required to support the Recruitment Co-Ordinator's in their role to ensure that service delivery remains optimum.

STRUCTURE CHART:



MAIN DUTIES:	
1	Support the MRO in the Recruitment of Foster carers across Lincolnshire which will include contributing to the marketing strategy.
2	Deal with relevant telephone and email enquiries, undertake research relating to forthcoming potential campaigns and report on data relating to marketing activities.
3	To assist MRO in delivering high-quality communications for Lincolnshire Fostering Service, with an understanding of working with diverse service user groups.
4	Assisting with the creation of digital content such as brochures, social posts and any other marketing materials.
5	Support the delivery of campaigns linked to fostering across a range of social media platforms.
6	Co-lead in co-ordinating, planning and attending recruitment events across Lincolnshire. Including the setting up of marketing information stalls. This will include some evenings and weekends for which time off in lieu (TOIL) will be given.
7	To assist the MRO to provide reports to managers on performance relating to the recruitment of foster carers.
8	To support the involvement of approved foster carers and young people in promotions and events.
9	Plan, allocate and evaluate work carried out by self. Including: Set and update work objectives, plan activities and determine work methods to achieve objectives, allocate work and evaluate self against targets. When required, undertake face to face meetings as part of information gathering exercises.
10	Confidently negotiate with local business and partner agencies in order to deliver effective and efficient services.
11	At all times create a positive image of the County Council and ensure Council resources are optimised and utilised effectively and efficiently.
12	Provide support to the budget holder with regards to ongoing payments that are required to be processed in a timely manner.
13	Proactively develop positive and collaborative working relationships with a range of customers /clients, stakeholders and partners.

PERSON SPECIFICATION

Requirements	Where identified*	Essential	Desirable
Excellent IT skills, including experience of using applicant tracking systems & Microsoft Office	A	X	
Experience with design applications such as Canva	A/I		x
Excellent written communication skills with the ability to write clear, unambiguous and engaging content for both digital and print.	A/I	x	
A proficient communicator with the ability to persuade and convince others of the benefits of fostering for a Local Authority	I	x	
Experience of dealing with the public either face to face, telephone or written capacity	A/I		x
Need to be able to use various forms of social media	A/I	x	
Self-motivated, with the drive and determination to work under pressure and manage priorities appropriately	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
Excellent planning skills and the ability to work flexibly and to agreed timescales	A/I	x	
Experience of working in Local Government or a political environment	A/I		X
Excellent attention to detail and the ability to be reliably accurate	A/I	x	
Demonstrates analytical, creative &	I		x

proactive thinking			
Shows flexibility in thinking and is always open to new ideas and approaches and continually keeps up to speed on market developments and trends	I		x
Displays high integrity around all that is confidential.	I	x	
Essential car user			

*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.