

Job Description and Person Specification

Job title:	Recruitment and Publicity Officer
Directorate:	People
Service:	Children and Families
Team:	Family Placement Team
Post number:	
Salary grade:	
Work location:	Market St
Reports to:	ATM Family Placement Team
Supervises:	None

Job Purpose

The recruitment of foster carers is a key priority for the service to enable children to live locally and with carers with the appropriate skills and experience when they cannot remain within their own family.

- To work as a member of the Family Placement Team leading on recruitment and publicity opportunities to attract families to foster for West Berkshire.
- Expand our working relationships with internal and external stakeholder's.
- Support the development, implementation and review of the fostering recruitment strategy.
- To raise the awareness of private fostering.

Structure Chart

Service Manager Children in Care

Team Manager- Family Placement Team

Assistant Team Managers

Supervising Social Workers – Recruitment and Publicity Officer – Family Support Workers

Main Duties and Responsibilities

- To produce and implement an annual recruitment and publicity strategy for increasing the number and range of foster carers for West Berkshire.
- Use own initiative to source and develop relationships with community groups and local businesses to engage them in recruitment and support activities for foster carers and other family placement activities. This can include attending a range of events on

Main Duties and Responsibilities

weekends on occasion, especially during the summer months.

- Work with existing foster carers to engage their support in recruitment and retention activities.
- Promptly respond to all initial enquiries from prospective carers and ensure the timeliness of the onward process for assessment.
- To support with the co-ordination and attendance of Initial Home Visits, and field general fostering related enquiries and questions. These can include visits on weekday evenings on occasion.
- Ensure that there are effective systems in place to ensure that a positive customer service experience delivered at all times. Support with the regional mystery shopped initiatives.
- Provide quarterly reports in relation to recruitment activity- numbers of enquiries and progress of assessments. Collate data to report on the recruitment and assessment process.
- Ensure that public information is effectively distributed and displayed both internally and throughout the Borough. Copywriting and proof-reading all materials. Creating online assets in line with brand guidelines.
- To work in collaboration with the Corporate Communications Team to draft press releases and promote activities within the service, locally and at national fostering events.
- Managing the digital media marketing, using various forms of social media and email marketing. Lead on content creation and manage social media platforms (Facebook, Twitter, Instagram and LinkedIn) and act as administrator for social media pages.
- Ensure that marketing and publicity resource information is up to date and distributed accordingly.
- To support the development of the website and other social media accounts, working with colleagues to ensure that it adequately reflects and contains the appropriate information relating to carers.
- Undertake such other duties as may from time to time be necessary, compatible with the nature of the post.
- Promote equality as an integral part of the role, treating everyone with fairness and dignity.
- Comply with WBC health and safety policies, procedures and rules, taking reasonable care of self and others.
- Adhere to the standards set out in the WBC competency framework.

Scope (impact on/control of resources, people, money etc)

There are no budgetary or supervisory responsibilities but post holder is responsible for forward planning and maintaining an accurate log of expenditure, responsible to the Team Manager to sign off on expenses.

The role requires creative thinking, analysis in relation to which modes of advertising elicit the greater response and building partnerships with other organisations in the local community to raise awareness and prompt people to enquire about Fostering.

All employees working with children, young people and vulnerable adults have a responsibility for safeguarding and promoting their welfare.

All employees working with children and young people must demonstrate a commitment to the

principles of participatory practice and the involvement of young people in decisions which affect them.

Commitment to the Council's Equal Opportunities policy at all times

Commitment to working within the bounds of the Data Protection Act and GDPR legislation at all times

Person Specification	Essential/ Desirable	Internal Use Only
Qualifications		
Degree in relevant discipline and or experience of working in a complex media and marketing environment or equivalent demonstrable experience.	D	
Recognised qualification in media, journalism or communications or social work qualification	D	
Experience		
A minimum of 2 years experience of working in recruitment, marketing or media environment or working in a fostering team and carrying out recruitment and publicity work	D	
Experience of using social media platforms (Facebook, Twitter, Instagram and LinkedIn) and also Google Ads.	E	
Knowledge and understanding		
Knowledge of Children's Social Care and in particular Fostering.	D	
Understanding of and commitment to the requirements of safeguarding children, young people, vulnerable adults and promoting their welfare.	E	
To demonstrate an insight into the needs of children, the reasons they come into care and the skills needed to look after them.	E	
Understanding when to work under own autonomy, utilising own judgement and when to seek advice and guidance from the right place and at the right time to effectively manage media risks/ issues		
Skills and abilities		
Ability to use Outlook, and a web browser to access information	E	
Basic ability to use Microsoft Office (Word, Excel, PowerPoint etc)	E	
Excellent people skills	E	
Ability to prioritise workload	E	
Exceptional copywriting skills that translate complex information and	E	

jargon into plain English, customer- focussed and engaging copy, and tailor this to each channel		
Excellent oral communication skills, with the ability to constructively challenge and probe, and to communicate effectively to, senior stakeholders while earning their confidence	E	
Work-related personal qualities		
Willingness and ability to prioritise and deliver on a complex and frequently changing workload	E	
Highly effective interpersonal and empathetic skills	E	
Demonstrable influencing & leadership skills	D	
Confident, creative and articulate	E	
A highly effective team player	E	
Other work-related requirements		
This role has been identified as public facing in accordance with Part 7 of the Immigration Act 2017; the requirement to fulfil all spoken aspects of the role with confidence in English applies.	E	
Enhanced DBS check with relevant barred list/s	Yes	
Is this post politically restricted?	No	
The post holder must hold a full UK driving licence (or valid equivalent). Non-UK licences must be converted to UK licences in the first six months of employment.		
Good physical health as on occasion there will be a requirement to lift and carry marketing and event related items.		