

**Job Description**

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| **Department** | Adoption |
| **Job Title** | Marketing and Recruitment Officer |
| **Grade** | G |
| **Primary Purpose of Job** | Under the direction of the RAA manager, the post holder will be responsible for developing and delivering effective recruitment and marketing strategies in order to improve the range of adoptive families able to meet the needs of children in care who have an adoption plan. |
| **Reporting To** | Debbie Collings /Karen Barrick |
| **Direct Staffing Reports** |  |

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| **Main Duties****1. To attract prospective adopters from all sections of the community in order to**  **meet the needs of children who have a plan for adoption across the RAA and**  **nationally.** **2. Support in the development of a marketing strategy for the recruitment of adopters and develop and implement that strategy.****3. Support with the running of a front door duty system for prospective adopters and carry out initial visits as directed.** **4. Develop and maintain Management Information Systems including spreadsheets and databases. Provide managers, the Board and elected members with statistical information to quantify needs of the service and effectiveness of marketing activities.****5. To be involved in the development and maintenance of information systems, keep records and produce reports etc. as required.****6. Develop, produce, update and disseminate high quality information to promote and inform the public about Adoption. Utilise local and national media in so doing and ensure that information packs, advertorials, adverts, press releases, website information is fit for purpose.****7. Organise and undertake outreach work to promote adoption within the community.** **8. Promote becoming an adopter by identifying and working with a variety of local community groups.****9. Project manage specific recruitment events and new media initiatives, including the use of Information and Communications Technology.** **10. Work in partnership with Family Finders to recruit adopters for specific children.** **11. Liaise with internal and external stakeholders to ensure a highly visible profile of the service.****12. To work within an allocated budget.****13. Research information concerning current trends and initiatives affecting the effective recruitment of adopters.****14. To ensure that adopters receive regular news and information about the adoption service.** **15. To undertake such other duties and responsibilities of an equivalent nature as may be determined from time to time by the RAA manager.**  |  |
| Date Job Description prepared/updated:18.5.22 |  |
| Job Description prepared by: Debbie Collings |  |

**Person Specification**

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| **Department** | **Adoption** |
| **Job Title** | **Marketing & recruitment office** |
| **Stage One** | Candidates who are care leavers, have a disability, are ex-armed forces or are a carer (see [Carers-Charter-FINAL.pdf (gmhsc.org.uk)](https://www.gmhsc.org.uk/wp-content/uploads/2018/04/Carers-Charter-FINAL.pdf) are guaranteed an interview if they meet the essential criteria for the role  |
| **The Minimum Essential Requirements for the above Post are as Follows:** | **Method of Assessment** |
| **1.** | **Skills and Knowledge** |
| 1. | Good communication skills (Essential) | Interview |
| 2. | Ability to think, plan strategically and develop and implement strategies (Essential) | Interview |
| 3. | Able to develop and maintain Management Information Systems including spreadsheets and databases (Essential) | Interview, Application Form |
| 4. | Able to set up and utilise social media effectively as a recruitment tool. (Essential) | Interview, Application Form |
| 5. | Able to work within defined budgets (Essential) | Interview |
| 6. | Ability to organise and prioritise workloads (Essential) | Interview |
| 7. | Ability to use appropriate IT systems (Essential) | Interview |
| 8. | Knowledge of the needs of children requiring adoption placements. (Essential) | Interview, Application Form |
| 9. | Knowledge of the needs of looked after children (Essential) | Interview, Application Form |
|  | **Competencies** – Please note the council’s corporate competencies, which are essential for all roles, are below in the Core Competencies section  | Interview |
| **2. Experience/Qualifications/Training etc** |
| 1. | A recognised marketing qualification, e.g. Diploma or Certificate in Marketing, HNC/D in Marketing (Desirable) | Application Form  |
| 2. | Recent marketing experience (Essential) | Application Form |
| 3. | Experience of producing and commissioning creative art work (Essential) | Interview, Application Form |
| 4. | Experience of establishing working relationships with a wide variety of organisations and agencies (Essential) | Interview, |
| 5. | Experience of working within an adoption service (Desirable)  | Interview, Application Form |
| **3. Work Related Circumstances** |
| 1. | All posts require the job holder to undertake mandatory training for the role and to regularly review their developmental needs in conjunction with their line manager. Development of our employees plays a key role in delivering our services | Interview |
| 2. | The Council has a framework of Values & Behaviours that guide our behaviour and decision making to help achieve our vision. All employees are expected to be mindful of these when undertaking their work. | Interview |
|  | **Delete if not applicable to the role:** |  |
| 3. | This role requires the job holder to work outside of normal office hours, for example at evenings and weekends, to meet the needs of the service.  | Interview  |
| 4. | This post has been designated an essential car user post. You must hold a full, current and valid driving licence and a vehicle with a current valid MOT certificate. You will also need adequate vehicle insurance cover to comply with the council’s requirements, in line with the Travel Costs Reimbursement Policy | Interview |
| **STAGE TWO** | Will only be used in the event of a large number of applicants meeting the minimum essential requirements |
| **Additional Requirements** | **Method of Assessment** |
| **1. Skills and Knowledge** |
| 1. |  |  |
| 2. |  |  |
| **2. Experience/Qualifications/Training etc** |
| 1. |  |  |
| 2. |  |  |

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| **Date Person Specification prepared/updated: May 2022** |  |
| **Person Specification prepared by: Debbie Collings** |  |

**These core competencies are considered essential for all roles within Bolton Council. Please be prepared to be assessed on any of these during the interview process and, for the successful applicant, throughout the probationary period.**

**Developing Self & Others**

Promote a learning environment to embed a learning culture.  Support others to develop their skills and knowledge to fulfil their potential. Actively pursue your own development. Support and promote the principles of Investors in People.

**Civil Contingencies**

Bolton Council has a statutory duty under the Civil Contingencies Act to respond in the event of an emergency. If Bolton Council’s Emergency Management Plan is activated, you may be required to assist in maintaining key Council services and supporting the community.  This could require working outside of routine working hours and working from places other than your normal place of work.

**Equality & Diversity**

Uphold the principles of fairness and the Equality Act in all undertakings as a Bolton Council employee, including providing a fair, accessible service irrespective of customer’s race, religion, gender, sexuality, disability or age.

**Customer Care**

The ability to fully understand, assess and resolve the needs of all customers including those who present with complex situations, in a manner that respects dignity and expresses a caring & professional image.

**Health & Safety**

Take responsibility for the health and safety of yourself and others who may be affected by your acts or omissions, and comply with all health and safety legislation, policy and safe working practice, including participating in training activities necessary to your post.

**Data Protection and Confidentiality**

Ensure that any personal data or confidential data you hold is kept securely and is not disclosed, whether electronically, verbally or in writing, to any unauthorised third party. Follow Council policies and procedures on dealing with personal information and information assets, including The Code of Conduct, Data Protection, Acceptable Use and Information Security policies. Personal or confidential data should only be accessed or used for council purposes.

**Fluency Duty**

Should you be required, as a regular and intrinsic part of your role, to speak to members of the public in English, you must be able to converse at ease with customers and provide advice in accurate spoken English, as required byThe Immigration Act 2016.

**Working Hours**

The nature and demands of the role are not always predictable and there will be an expectation that work will be required outside of normal hours from time to time.

**Safeguarding**

This Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Should the role involve working with the above groups, you will be subject to an Enhanced Disclosure and Barred List check by the Disclosure & Barring Service.

**The values of an organisation are those key principles by which people are expected to work to day to day. They’re our culture and help define what is expected of each and every one of us**.





