

Job Specification



Job title: Recruitment and Engagement Officer

Service: Together for Adoption

Grade: G5

Reporting to: TFA Practice Manager

Your job

The Recruitment and Engagement Officer will be based in Warrington and work in partnership with the five local authorities across the Regional Adoption Agency footprint i.e. Cheshire West and Chester, Halton, St Helens, Warrington and Wigan.

You will take a lead on recruiting prospective adopters, as well as raise awareness of the adoption process within the agency. You will be responsible for developing, co-ordinating, delivering and evaluating campaigns, which will support the agency and their marketing team with the recruitment of adopters. You will be required to deliver these campaigns in a way that reflects the agency's recruitment strategy and be responsible for contributing towards the ongoing development of the agency's approach using the full mix of communications and marketing activity.

The Council is committed to complying with the European General Data Protection Regulations (GDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection Regulations.

All staff must undergo mandatory data protection training applicable to their job role.

In this job you will

In the next 12 months, you will:

- Work with the TfA managers and the Corporate Marketing Officer to assist in the development and delivery of marketing campaigns.
- Work in partnership with all LA's across the Regional Adoption Agency footprint, to deliver meaningful, planned and evaluated recruitment campaigns, according to the Recruitment Strategy and action plan.
- Ensure high quality and consistency in written materials which represent Together for Adoption.
- Be innovative and proactive in methods of recruiting adopters, alongside the guidance and support of the Marketing Officer and TfA managers.
- Assist in the development of an annual marketing strategy for the Regional Adoption Agency.
- Support and promote the use of social media and digital interaction to promote the recruitment of prospective adopters.
- Provide reports and complex documents from information systems to provide reliable and informative statistical management information regarding the recruitment of prospective adopters.
- Support the Team in recruitment of adopters for harder to place children.
- Identify community events and recruitment opportunities at key venues and events that would be effective venues to recruit adopters. Attend and organise other staff and adopters and

possibly children to have a presence at such events, including appropriate recruitment materials.

- Ensure visible service branding for the Regional Adoption Agency across the 5 Local Authority geographical areas.
- Produce documents, reports and presentations in branded templates.
- Be the first point of contact for prospective applicants including recording, monitoring and follow up contact as required.
- Travel to other Borough's and transport marketing materials.

On an ongoing basis you will:

- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules.

In this job you will need

You must be able to demonstrate the following essential requirements:

- Have an English and Maths qualification.
- Have a relevant Level 3 qualification (or equivalent).
- Be computer literate and able to operate IT and camera equipment.
- Have good report writing skills.
- Have excellent communication skills.
- Have experience and confidence in presenting and delivering to a public audience.
- Ability to think creatively and work to deadlines.
- Have a strong commitment to public services.
- The ability to understand, analyse and distil a clear message from statistical information.

Our culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **Be Wigan** behaviours.

Be Positive... take pride in all that you do

Be Accountable... be responsible for making things better

Be Courageous... be open to doing things differently

Individuals with line management responsibilities are also expected to ...

Inspire... lead by example and help others to see the big picture

Care... show genuine concern for people as individuals and value their contributions

Engage... I connect with others both within and beyond the organisation

Staff Deal

Our Staff Deal is an informal agreement with all staff. It outlines what you can expect from us, and in return what we expect from you

Our part

- Provide strong, honest and visible leadership
- Reward your commitment and hard work
- Care for your health and well being
- Listen to you and put your ideas into action
- Support you to give something back
- Offer opportunities to learn and grow
- Be one team, one council
- Believe in you

Your part

- Listen, be open, honest and friendly
- Be efficient, flexible and professional
- Care for your health and stay active
- Tell us how we can improve
- Give something back whenever you can
- Take opportunities to learn and grow
- Be one team, one council
- Believe in yourself and our borough