BURY METROPOLITAN BOROUGH COUNCIL

# JOB DESCRIPTION

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| Post Title: SEND Engagement & Communications Officer | |
| Department: Children’s Services | Establishment/Post No: |
| Division/Section: | Post Grade: Grade 8 |
| Location:  3 Knowsley Place  Duke Street  Bury | Post Hours:  37 hrs per week  (flexi-time scheme) |
| Special Conditions of Service:  The postholder will need to be flexible as some weekend/evening work may be required dependent on parents and carers availability  Casual car user allowance  Enhanced DBS disclosure required | |
| Purpose and Objectives of Post:   1. To be the point of contact for parents of children and young people with special educational needs and disabilities (SEND) and Children with Disabilities (CwD) and to signpost to appropriate services 2. To support parents to understand the SEND Local Offer and to access services 3. To support good working relationships across the Council and CCG with the parents of children and young people with SEND, and children with disabilities 4. To develop communications and feedback mechanisms for SEND, internally within the Council and CCG, and externally with a wide group of stakeholders incuding parents and carers | |
| Accountable to: Children’s Services Strategic Lead – Strategy and Commissioning | |
| Immediately Responsible to: Communications Manager – Children and Young People | |
| Immediately Responsible for: n/a | |
| Relationships: (Internal and External)  Directors and Senior Officers, staff within Council and CCG  Staff on operational teams for SEND and Social Care Children with Disabilities (CwD)  Head teachers & School Governors  Parents & Carers and Representative Groups of children and young people with SEND or CWD  Children and young people with SEND or CwD  Providers of services and the wider community | |
| Control of Resources:  Stationery, office & ICT equipment  Laptop, mobile phone | |

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| Duties/Responsibilities:  Engagement   * To develop strong working relationships between parents and carers, their representatives and parent/carer groups for SEND and CwD * To ensure that parents and carers understand the Local Offer of services * To support parents and carers to understand the criteria and thresholds for accessing social care and SEND services * To act as the nominated point of contact for initial enquiries from parents and carers and their representatives * To signpost parents and carers to other services to ensure that they engage with the appropriate officers and services/teams * To provide initial advice and guidance as part of the front door to parents and carers and their representatives for SEND and CwD services. * To collect, collate, analyse and report on engagement with parents and carers and their representatives. * To adopt and promote the Bury Council and Bury CCG SEND ‘Co-production Strategy’ and the ‘Co-production Charter’. * To work with senior managers to develop strategies, policies and services within the Council and the CCG reflecting parent/carer engagement and representation * To work with the lead officer for the engagement and inclusion of children and young people. * To contribute to departmental and corporate projects, working groups and initiatives in relation to parent and carer engagement. * To monitor, evaluate and report on the impact of parent and carer engagement, using a range of performance management tools.   Access to Services   * To ensure that the Local Offer is relevant, up to date and understood by parents, carers and all user groups. * To be involved in the development of the Local Offer and other online websites which support parents and carers, children and young people with SEND to feedback on services. * To ensure that pathways to services and access and eligibility criteria are clearly communicated to users/potential users of Local Offer services. * To feedback gaps and identify areas of service development from intelligence gained from the use of the local offer. * To develop feedback and evaluation mechanisms for SEND and CwD services so that the offer is responsive to needs and services are continuously improved.   Communications   * To develop a SEND communications strategy with all groups and stakeholders. * To work with the SEND Executive Board to communicate governance and decision making to parents and carers and other stakehokers. * To collate and promote good news and success stories on SEND and CwD to a wider audience * To engage in promotional activities to raise the awareness of SEND and CwD activities. * To work with marketing/communication professionals within the Council and CCG to ensure maximum impact of messages and promotion to raise the profile of services and success stories for SEND and CwD. * To hold regular meetings with parent carer forums/groups and put systems in place to link up parent/carer engagement with children and young people participation work. * To create online methods to communicate with parents/carers such as social media, newsletters use of Bury One Community and the Bury Local Offer website. * To participate in the networks of SEND parent engagement/participation workers in other local authority areas.   Other Duties   * To prepare and submit reports within agreed deadlines. * To carry out administrative duties, including planning, recording, monitoring and evaluation of work in line with the requirements of the appropriate service area for management information and quality assurance requirements. * To attend local, regional or national meetings as requested.   General   * To comply with, and ensure that services are developed in line with, Bury Council’s Policies & Procedures. * Maintain and promote the Department’s professional image in all dealings with individuals internal and external to the Authority. * To maintain safe working practices and keep systems, equipment, records and files in good order. * Responsible for the health, safety & welfare of him/herself & others who may be affected by his/her acts or omissions whilst at work in accordance with the Health & Safety Policies of the Council. * To ensure confidentiality at all times and compliance with GDPR legislation. * To be responsible for own personal and professional development to meet the changing demands of the role, through training and development as required. | | | | |
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| Job Description prepared by: | | Sign: | Date: | |
| Agreed correct by Postholder: | | Sign: | Date: | |
| Agreed correct by Supervisor/Manager: | | Sign: | Date: | |
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| METROPOLITAN BOROUGH OF BURY Children’s Services Department | | |

# PERSON SPECIFICATION

SEND Engagement & Communications Officer

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| ASSESSMENT METHOD | SHORT-LISTING CRITERIA | ESSENTIAL | DESIRABLE |
|  | *Qualifications* |  |  |
| Application | Level 3 qualification (or equivalent) | ✓ |  |
|  | *Experience* |  |  |
| Application/  Interview | Relevant experience of working with parents and families in a variety of settings. | ✓ |  |
| Application/Interview | Relevant experience of partnership and multi-agency working. | ✓ |  |
| Application/Interview | Experience of providing information, advice and guidance. | ✓ |  |
|  | Skills |  |  |
| Application/ Interview | Ability to diagnose problems and provide solutions | ✓ |  |
| Application/ Interview | Stong communication skills, both verbal and in writing, and also using alternative forms of communication. | ✓ |  |
| Application/ Interview | Ability to be able to develop effective relationships between LA and CCG officers and partner agencies. | ✓ |  |
| Application/  Interview | Influencing and negotiation skills | ✓ |  |
| Application/  Interview | Ability to work on own initiative and as part of a team. | ✓ |  |
| Application/  Interview | Flexibility, adaptability and ability to cope with pressure and change. | ✓ |  |
|  | Knowledge |  |  |
| Application/ Interview | Understanding of legislation on SEND and CwD: Children Act 1989 Children & Young Person’s Act 2008; Children and Families Act (2014), SEND Code of Practice (2014). | ✓ |  |
| Application/ Interview | Knowledge of SEND and social care pathways, transition stages, and Preparaing for Adulthood. | ✓ |  |
| Application/ Interview | Understanding of Equal Opportunities, Inclusion and Diversity | ✓ |  |