



Parenting Practitioners

Service	Reporting to	Location	Grade
Early Help Service	Relationships manager	Based at Swinton Gateway - working Citywide	3C

About the role

To be responsible for the effective delivery of evidence-based parenting interventions that support positive parenting, child development, and the home learning environment.

To ensure maintenance of programme fidelity, adapting delivery to meet family needs, and ensuring high-quality practice across group, one-to-one, and digital formats.

To be responsible for engaging families who may not currently access parenting or early help services. This includes building trusting relationships, addressing barriers to participation, and ensuring inclusive access for families from diverse backgrounds, including those experiencing disadvantage, language barriers, or social isolation.

To be a part of the Early Help Service, taking on the role of helper to work alongside families to support them find solutions, plan out how these will be seen through, reviewing outcomes and adjusting the family's plan as needed.

To be responsible for contributing to early help assessments, identifying family strengths and needs, and supporting the development, implementation, and review of family plans. This includes monitoring progress, reviewing outcomes, and adjusting support to ensure families receive timely and appropriate interventions.

To be responsible for working collaboratively with colleagues across education, health, social care, speech and language therapy, and voluntary sector partners. This includes contributing to integrated service delivery, information sharing, and coordinated support for families.

To be responsible for maintaining professional standards through reflective practice, supervision, training, and continuous professional development. This includes keeping up to date with evidence-based practice, early years development, and local and national policy.

To be responsible for maintaining accurate and timely records, contributing to data collection and reporting, and supporting evaluation of parenting and early help interventions. This ensures accountability, continuous improvement, and evidence of impact at service and organisational level.

To participate in Team around the Family, Child in Need planning meetings, Core Groups and Child Protection Case Conferences as required. Providing reports describing the level of intervention and its effectiveness you have delivered

To work within a multi-disciplinary team and provide peer support to other colleagues within the Early Help Partnership.

Key outcomes

- You will increase families confidence, skills, and knowledge through participation of evidence-based programmes, equipping families with greater resilience and ability to manage challenges.
- Promote and support positive child outcomes, including school readiness and social-emotional development.
- Contribute to a cohesive, multi-disciplinary early help team, enhancing collaboration across services.
- Improve team knowledge and capability through shared best practice and modelling high-quality parenting support.
- Provide consistent, high-fidelity evidence based parenting interventions contributing to measurable impact on child development indicators.
- Contribute to integrated, multi-agency service delivery, reducing duplication and improving efficiency
- Strengthen community capacity and resilience, empowering parents as active contributors to their children's development.
- Build trust between local services and families, improving long-term engagement and wellbeing across the city.
- Experience of peer supervision and coaching to colleagues delivering parenting interventions, whilst reflecting on your own practice
- Demonstrate high level of influencing and negotiation skills and ability to track progress of interventions, evaluate outcomes and assess impact. Be confident and assertive and be able to challenge colleagues and partners when necessary
- You will have good time management skills and be able to plan, organise and prioritise workloads, have good recording skills and ability to keep accurate records
- You act with high levels of personal accountability, respond positively to change and demonstrates a commitment to ongoing personal and professional development
- You will work with full regard to Salford City Council's Values, Equal Opportunities, Health & Safety and Community Strategy policies
- You will work collaboratively and inclusively with colleagues, partners and members of the public ensuring equality of opportunity for everyone and eliminate direct or indirect discriminatory practices/behaviour.

What we need from you

Knowledge and experience of delivering evidence-based interventions (such as Incredible Years, Triple P, Invest in Play) with fidelity, adapting your approach to meet the needs of diverse families.

Passion for supporting families you'll be working directly with, helping them develop the skills, confidence, and strategies to strengthen their home learning environment and family life.

Strong relationship-building skills whereby you'll engage and motivate families who may not currently access services, building trust and supporting sustained participation.

Excellent knowledge of child development and early years where you'll apply your understanding of child development and parent-child relationships to support parents in achieving positive outcomes for their children.

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Able to understand and respond sensitively to the challenges families face, whilst establishing trust and rapport with families and able to identify barriers and develop practical solutions to support family engagement.

Skilled at establishing trust and rapport with colleagues, multi-agency partners and families, whilst having the ability to manage challenging situations and maintain professionalism under pressure.

Able to encourage behaviour change and positive engagement in programmes and comfortable adjusting approaches to meet different family needs and changing service demands.

Participate in ongoing training, reflective practice, and clinical supervision to continually improve your skills and impact.

Ability to travel across Salford and Greater Manchester area either through use of a vehicle insured for business use or using public transport

Willingness to flexibly work outside of office hours as required by the needs of the service.

Knowledge and experience of relational practice and asset-based approaches.

Excellent knowledge of Microsoft Office Systems

What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

Professional Development

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](#) website.

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A digital organisation

Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea website](#).

Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

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Role details

Completed by:

Date:

Job code:

Job score:

Date of evaluation:

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