

SEN (Special Educational Needs) Advisory Service Manager

Role Profile

Service:	SEN Advisory Service (SENAS) – Children's Services Directorate
Band:	Soulbury Pay scales (Points 14-17)
Reporting to:	Head of SEND and Inclusion
Responsible for:	SEN Consultants, Specialist SEN Teaching Assistants, Area SENCOs, Inclusion Practitioners



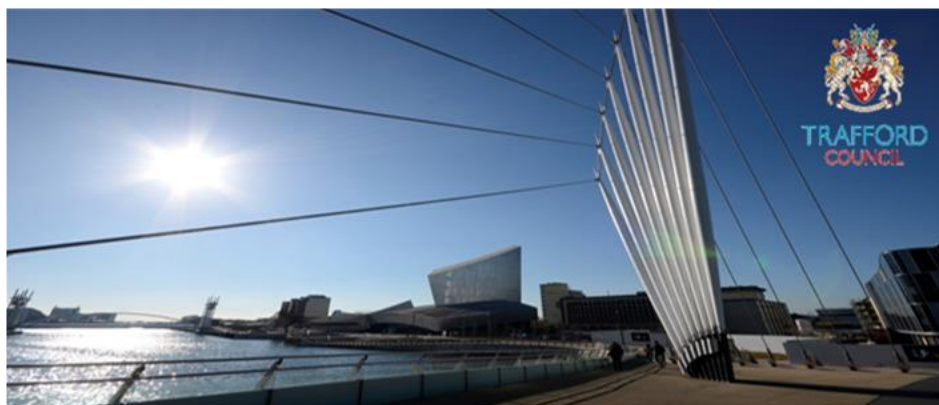
About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Trafford – where all our residents, businesses and communities thrive

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

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

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring.

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

Special Educational Needs Advisory Service (SENAS) provides advice and support to early years settings, schools and colleges to meet the needs of children and young people (CYP) with Special Educational Needs and Disabilities (SEND) in line with the SEND Code of Practice 0-25yrs (2015). The service works closely with school staff, parents/families, health and social care colleagues. The Special Educational Needs (SEN) Advisory Service promotes the inclusion of children and young people with SEND and works closely with Trafford SEND and Inclusion Services. SEN Advisory Service supports schools and early years settings to include children and young people with SEND and deliver quality SEND provision. Staff contribute to the statutory assessment process and aim to build capacity by enabling workforce development. The Team includes staff with extensive knowledge and experience of SEND and all have an area of SEND specialism.

Your Main Priorities

- Lead the SEN Advisory Service to provide high-quality support, advice and workforce development that is valued by leadership teams, Special Educational Needs and Disabilities Coordinators (SENDCo) and parents.
- Set and oversee the service development plan based on priorities in Trafford SEND Ambitions Plan, Trafford SEND Reforms Plan and evidenced by local data.
- Listen to the voices of children, young people, their parents and carers, education settings and use these to shape the SEN Advisory Service.
- Work with the Lead for SEND and Inclusion, Inclusion Managers, Health and Social Care Managers collaboratively to provide effective multi-agency working.

Key duties

- Lead and manage the SEN Advisory Service Team, including those working in the Early Years and Schools.
- Manage SEN Advisory Service budget efficiently.
- Carry out EPIC check-ins with the SEN Consultants and delegate this appropriately to make this process effective for the whole team.
- Organise relevant and inspiring professional development for SEN Advisory Service.
- Provide motivating leadership and embed the use of new technology across the SEN Advisory Service.
- Ensure the SEN Advisory Service supports early identification of SEND needs and a graduated approach that builds on high quality ordinarily available inclusive provision (OAIP) to deliver SEND support.
- Understand the uniqueness of schools and settings in Trafford to provide effective support to children, young people and their families, evidenced by SEND data, provision and inclusion profiles.
- Represent the Local Authority in EHC Panel decision meetings, formal mediation meetings and at regional and national networks as required.
- Support the delivery of Trafford's Expert at Hands model by working in collaboration with Health and Education Services
- Contribute to strategic SEND improvement across Trafford and promote an inclusive culture in mainstream settings enabling children and young people to attend and learn.
- Co-produce SEND initiatives and work collaboratively with children and young people, parents, carers, Trafford SEND Together and the Special Educational Needs and Disabilities Information, Advice and Support Service (SENDIASS).
- Build capacity across the SEND workforce to promote the inclusion of children and young people with SEND through the delivery of quality SENDCo Forums, an Assistive Technology Loan Library and work with Lead SENDCos.
- Undertake any other duties commensurate with the post assigned by the Head of SEND and Inclusion.

About You

Qualifications and Professional Development

- Qualified Teacher status
- Managerial qualification or proven experience
- Evidence of continued professional, managerial, and personal development
- Postgraduate professional qualification in SEND is desirable but not essential

Experience and Knowledge

- Substantial experience as SENDCo/SEN Teacher or extensive SEND experience across the 0-25 yrs age range
- Clear understanding and working knowledge of:
 - Children and Families Act (2014)
 - SEND Code of Practice (2015)
 - Equality Act (2010)
 - Working together to Safeguard Children (2026)
 - Every Child Achieving and Thriving (2026)
 - SEND Reform
 - Putting Children and Young People First (2026)
- Experience of analysing data to understand trends and inform practice and Service development
- Experience of budget management
- Good knowledge of Data Protection, GDPR and confidentiality issues when using IT systems

Skills and abilities

- Interpersonal skills: establish good relationships with service members, other agencies, education settings, young people and parent/carers
- Leadership and motivational skills: manage a team effectively, develop team plans and monitor performance against agreed objectives
- Ability to support and challenge schools, colleges and other settings regarding SEND
- Planning and organisational skills: able to use initiative, manage time and resources effectively, and prioritise competing tasks across your own workload and that of others
- Ability to interpret information from a wide range of sources, including professional reports and convey information in a range of appropriate formats, fit for their intended audience within timescales
- Effective communication skills and ability to produce a high quality of written communication
- Excellent IT skills and ability to support others to utilise technology effectively

Special Conditions

- Car User / full driving license required
- Willing and able to travel to sites within the Trafford Borough
- DBS required

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Date prepared/revised	Updated role profile – 07/08/2026
Prepared/revised by	S Dale / P Greenwood / R Pollard
Job Evaluation	N/A - Soulbury

Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery.
To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.