**Job Profile comprising Job Description and Person Specification**

**Job Description**

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|  **Job Title:** SWL Social Care Workforce Communications and Engagement Lead  | **Grade**: SO2Fixed Until 31st March 2025/Secondment  |
| **Section:** South London Partnership  | **Directorate:** Chief Executive’s Group |
| **Responsible to following manager:**South West London Social Care Academy Coordinator  | **Responsible for following staff:**0 |
| **Post Number/s:** | **Last review date:** January 2023 |

**Working for the Richmond/Wandsworth Shared Staffing Arrangement**

This role is employed under the Shared Staffing Arrangement between Richmond and Wandsworth Councils. The overall purpose of the Shared Staffing Arrangement is to provide the highest quality of service at the lowest attainable cost.

Staff are expected to deliver high quality and responsive services wherever they are based, as well as having the ability to adapt to sometimes differing processes and expectations.

The Shared Staffing Arrangement aims to be at the forefront of innovation in local government and the organisation will invest in the development of its staff and ensure the opportunities for progression that only a large organisation can provide.

**The South London Partnership**

The South London Partnership (SLP) is a voluntary cross-party five borough sub-regional partnership of Croydon, Kingston upon Thames, Merton, Richmond upon Thames, and Sutton and including Wandsworth for health and care purposes. It has a small dynamic core team working closely with politicians, chief executives, senior managers, and subject specialists in each of the five boroughs, as well as London and local stakeholders and partners. Together they have forged an ambitious programme of work that is securing greater sub-regional collaboration and traction on areas including health and social care, economy, skills, and transport.

The SLP boroughs collaborate sub-regionally on things where they can secure more together than individually. The SLP team focuses on areas where collaboration leads to increased influence, increased powers and funding and better delivery of the services our residents need.

SLP is hosted by Richmond Council. The post holder will therefore be employed by the Richmond and Wandsworth Shared Staffing Arrangement [SSA].

**Job Purpose**

As part of the Greater London Authority’s Mayor’s Academies Programme the South London Partnership have been awarded funding to deliver a South West London Social Care Academy Hub which will support Londoner’s, especially those from underrepresented groups into training and good jobs in the social care sector helping to improve recruitment and retention in the sector.

The SWL Social Care Workforce Communications and Engagement Lead will build and manage relationships with a wide range of stakeholders to help deliver the aims and objectives of the Social Care Workforce Academy delivering a range of communications and engagement products that will promote, signpost and support access to jobs, careers and training opportunities in the social care sector in South West London.

This will involve leading the delivery of a wide range of communication and engagement activities including a raising the profile of social care campaign by engaging and working with partners, developing and implementing communications and marketing plans for the Academy and managing a programme of events and activities to promote the social care sector to new and existing audiences.

The post holder will be responsible for developing and managing a website/portal bringing together a wide range of information on training, jobs and careers in social care and making it accessible to a wide audience, working closely with partners who have similar products and ambitions to ensure an aligned approach. They will ensure proactive social media activity for the Academy Hub.

The post holder will have a broad range of interpersonal and technical communications skills with experience of working effectively and productively with a wide range of internal and external partners and stakeholders. They will have an excellent standard of written English, an eye for detail, the ability to work on your own initiative, good project management, organisational skills, and a willingness to take personal responsibility to ensure tasks are completed. You will put your audience at the centre of your work and understand how to use to use data, research, and engagement to underpin and evaluate your impact.

**Specific Duties and Responsibilities**

1. Coordinate and be responsible for multi-channel communication and marketing campaigns, media engagement, conference, and event planning to raise the profile of jobs and careers in the social care sector in South West London
2. Scope, commission and maintain the SWL Social Care Academy website and portal that brings together a wide range of information into a single ‘go to’ source on training, jobs and career opportunities in social care in SWL, ensuring these complement and build on similar portals in boroughs and at London level
3. Identify and deliver opportunities and proactively communicate key information on the Hub through partner communication activities
4. Contribute to the development and delivery of engagement with care providers/employers, care workforce and social care service users to ensure that the work of the Academy hub is underpinned by the needs of employers, responding to their needs and working in partnership with them
5. Develop and deliver a programme of events and activities that promote careers, jobs and training opportunities in social care working closely with partners
6. Develop, commission, write, edit and review a range of creative communication and marketing materials for the SWL Academy Hub, tailored as appropriate for different channels and audiences, working with partners as necessary
7. Oversee and share accurate and up to date content on social media platforms to actively promote the Hub, and social care employment and training opportunities to a varied audience
8. Commission creative communications and marketing materials including leaflets, infographics, and graphics
9. Work with the SWL Academy Coordinator to review web analytics to gauge the impact of web activities relating to raising the profile projects/campaigns
10. Identify case studies, stories and present these in creative formats to highlight the business and success of the Academy Hub

1. Work collaboratively with a wide range of internal and external stakeholders at a range of levels to provide comprehensive communications support and advice for the Academy Hub’s projects/campaigns
2. Ensure consistent messaging, appropriate tone of voice and high-quality content across all communications
3. Produce effective communications and briefings that delivers key messages and updates on the progress and impact of the Academy Hub
4. Track and evaluate engagement/impact of communication and engagement outputs to drive continuous improvement and inform regular team reporting

**Generic Duties and Responsibilities**

* To contribute to the continuous improvement of the services of the Boroughs of Wandsworth and Richmond.
* To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection and health and safety.
* To adhere to security controls and requirements as mandated by the SSA’s policies, procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems
* To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
* To understand both Councils’ duties and responsibilities for safeguarding children, young people and adults as they apply to the role within the council.
* The Shared Staffing Arrangement will keep its structures under continual review and as a result the post holder should expect to carry out any other reasonable duties within the overall function, commensurate with the level of the post.

**Additional Information**

**Flexible Mix of Office and Home Based Working**

This role is based in the Civic Centre, Twickenham the offices of London Borough of Richmond upon Thames where the South London Partnership are based but we expect the post holder to work flexibly. the with the successful applicant expected to work flexibly between SLP office locations and home with the details to be agreed with the successful applicant.

**Person Specification**

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**Our Values and Behaviours**

The values and behaviours we seek from our staff draw on the high standards of the two boroughs, and we prize these qualities in particular:

**Being open.** This means we share our views openly, honestly and in a thoughtful way. We encourage new ideas and ways of doing things. We appreciate and listen to feedback from each other.

**Being supportive.** This means we drive the success of the organisation by making sure that our colleagues are successful. We encourage others and take account of the challenges they face. We help each other to do our jobs.

**Being positive.** Being positive and helpful means we keep our goals in mind and look for ways to achieve them. We listen constructively and help others see opportunities and the way forward. We have a ‘can do’ attitude and are continuously looking for ways to help each other improve.

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| **Person Specification Requirements** | **Assessed by** **A/I/T/C** **(see below for explanation)** |
| **Knowledge** | **Essential** | **Desirable** | **Assessed** |
| An understanding of the principles and practices of effective communications and engagement, especially with a wide and varied audience | **X** |  | **A/I** |
| An understanding of the principles and practices of marketing | **X** |  | **A/I** |
| Knowledge of using digital and social media channels | **X** |  | **A/I** |
| Good understanding of people engagement techniques and practice | **X** |  | **A/I** |
| An understanding of, and sensitivity to the issues relating to workforce challenges in Social Care (desirable) |  | **X** | **A/I** |
| **Experience** | **Essential** | **Desirable** | **Assessed** |
| Experience of working in a communications and/or engagement role delivering campaigns and projects | **X** |  | **A/I** |
| Experience of working with multiple partners and stakeholders from different organisations | **X** |  | **A/I** |
| Experience of delivering promotional campaigns with varied communities to achieve outcomes | **X** |  | **A/I** |
| Experience of creating multi-channel communication campaigns, media engagement and event planning  | **X** |  | **A/I** |
| Experience of website design, development and management |  | **X** | **A/I** |
| Experience of successfully managing own workload in an environment where deadlines and priorities frequently change and are often conflicting. | **X** |  | **A/I** |
| Experience of using content management systems, multimedia packages, ‘e’newsletters, project management tools and editing website content and social media platforms |  | **X** | **A/I** |
| **Skills** | **Essential** | **Desirable** | **Assessed** |
| Excellent writing, editing and communication skills and ability to write for different communications channels and audiences  | **X** |  | **A/I** |
| Ability to take an innovative and consultative approach to communications – apply critical thinking, ask questions, and apply learning to tailor communication solutions | **X** |  | **A/I** |
| Ability to work closely with a range of partners and stakeholders, developing effective and appropriate methods of engagement. | **X** |  | **A/I** |
| Competence in using office IT applications such as Word, Outlook, PowerPoint. Consultation and engagement platforms, is desirable  | **X** |  | **A/I** |
| Ability to deliver proactive social media activity using a range of channels | **X** |  | **A/I** |
| Ability to work constructively as part of a team  | **X** |  | **A/I** |
| Ability to prepare presentations, including using PowerPoint, and develop high quality visuals for a range of purposes and audiences. |  | **X** | **A/I** |
| Ability to plan, organise and manage own workloads including competing demands | **X** |  | **A/I** |
| Exceptional interpersonal and relationship management skills, able to achieve outcomes through positive partnership working | **X** |  | **A/I** |
| Creative thinking and problem solving including the ability to improve services, develop new ways of working, and find appropriate solutions to complex issues |  | **X** | **A/I** |
| Well developed IT skills including using office IT applications such as Word, Outlook, PowerPoint. | **X** |  | **A/I** |
| **Qualifications** | **Essential** | **Desirable** | **Assessed** |
| Educated to degree level or equivalent |  |  | **A/C** |

**A – Application form / CV**

**I – Interview**

**T – Test**

**C - Certificate**