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| **Job Description** |
| **Post title** | Communications and Marketing Officer (RAA Adopt Coast to Coast) |
| **JE Reference No** | N10240 |
| **Grade** | Grade 11 |
| **Service** | Children and Young Peoples Services  |
| **Service Area** | Childrens Social Care, Regional Adoption Agency (RAA) |
| **Reporting to** | The postholder will be line managed by the RAA Head of Service. |
| **Location** | Location of the post will be flexible, as the postholder will be working across the RAA geography. However, as the Hub is based in Seaham, Durham this will be the postholders main office base. |
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| **DBS** | This post is subject to an enhanced disclosure. |
| **Flexitime** | This post is eligible for flexitime. |
| **Politically restricted** | This post is not designated as a politically restricted post in accordance with the requirements of Section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State. |

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| **Description of role** |

Adopt Coast to Coast is a Regional Adoption Agency between Cumbria County Council, Durham County Council and Together for Children / Sunderland City Council, working with a Voluntary Adoption Agency (VAA) Alliance. The Alliance is made up of the following VAAs; Adoption Matters, ARC Adoption NE, Barnardo’s and Caritas Care Adoption.

The postholder will be required to work effectively with staff within the Adoption Services in all three Local Authority partner organisations, their stakeholders, and communities in order to continually develop and implement recruitment and marketing strategy.

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| **Duties and responsibilities** |

Listed below are the responsibilities this role will be primarily responsible for:

* To develop and implement an effective annual marketing strategy for Adopt Coast to Coast RAA that will aim to ensure that increased numbers of adoptive parents are available for the identified groups of children in need of adoptive placements.
* To provide regular reports and data on marketing activity for the RAA Head of Service and Governance Board.
* To work with partner Local Authorities and other agencies with an interest in adoption to access all available knowledge and resources within the development of the RAA marketing approach.
* To work closely with colleagues in local authority Communications Teams in ensuring that the RAA marketing activities maximise all opportunities for local publicity and awareness raising in the 3 locality areas.
* To work across the region and nationally with a view to ensuring that Adopt Coast to Coast marketing activity is informed by sector wide developments and innovation.
* To develop and implement marketing recruitment strategies for the three partner organisations. This will be done in partnership with the existing corporate Marketing and Recruitment teams in each of the three partner organisations.
* To develop and implement marketing recruitment strategies for the new RAA.
* To design, co-ordinate and analyse market testing and demographic data to inform marketing activities and strategic direction.
* To work with the RAA Communications Workstream to develop the marketing and recruitment material for the new RAA, this includes the development of the Brand, the website, multi-media and awareness campaigns.
* To work with the RAA Project Board to develop the Adopter Recruitment processes which support the marketing, training, recruitment, enquiry stages.
* To research current trends and initiatives relating to marketing activity and outcomes of Adoption Service locally and nationally.
* To develop, evaluate and review all marketing materials and co-ordinate all stock control, distribution and costings.
* To plan and purchase the publicity materials and merchandising.
* To plan and co-ordinate all recruitment campaigns, exhibitions and key events across the Adoption Services with all three partner organisations and also under the brand of the RAA.
* To set up systems and develop databases for monitoring and evaluating recruitment and marketing activity. To analyse and advise managers of key issues affecting recruitment.
* To collate and present high-quality information and reports to key stakeholders and management on a regular basis.
* To co-ordinate the development and design of the RAA website. To ensure the website is reviewed/updated and fit for purpose. Monitor and co-ordinate materials for the website in conjunction with recruitment campaigns informed by research and marketing testing.

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| **Organisational responsibilities** |

* **Values and behaviours**

To demonstrate and be a role model for the council’s values and behaviours to promote and encourage positive behaviours, enhancing the quality and integrity of the services we provide.

* **Smarter working, transformation and design principles**

To seek new and innovative ideas to work smarter, irrespective of job role, and to be creative, innovative and empowered. Understand the operational impact of transformational change and service design principles to support new ways of working and to meet customer needs.

* **Communication**

To communicate effectively with our customers, managers, peers and partners and to work collaboratively to provide the best possible public service. Communication between teams, services and partner organisations is imperative in providing the best possible service to our public.

* **Health, Safety and Wellbeing**

To take responsibility for health, safety and wellbeing in accordance with the council’s Health and Safety policy and procedures.

* **Equality and diversity**

To promote a society that gives everyone an equal chance to learn, work and live, free from discrimination and prejudice and ensure our commitment is put into practice. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.

* **Confidentiality**

To work in a way that does not divulge personal and/or confidential information and follow the council’s policies and procedures in relation to data protection and security of information.

* **Climate Change**

To contribute to our corporate responsibility in relation to climate change by considering and limiting the carbon impact of activities during the course of your work, wherever possible.

* **Performance management**

To promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. Contribute to the council’s Performance and Development Review processes to ensure continuous learning and improvement and to increase organisational performance.

* **Quality assurance (for applicable posts)**

To set, monitor and evaluate standards at individual, team and service level so that the highest standards of service are delivered and maintained. Use data, where appropriate, to enhance the quality of service provision and support decision making processes.

* **Management and leadership (for applicable posts)**

To provide vision and leadership to inspire and empower all employees so they can reach their full potential and contribute to the council’s values and behaviours. Managers and leaders must engage in personal development to ensure they are equipped to lead transformational change; always searching for better ways to do things differently to meet organisational changes and service priorities.

* **Financial management (for applicable posts)**

To manage a designated budget, ensuring that the service achieves value for money in all circumstances through the monitoring of expenditure and the early identification of any financial irregularity.

*The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by your manager.*

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| Person specification |
|  | Essential | Desirable |
| Qualifications | * Educated to degree level in Communications/Marketing or relevant area.
 | * Marketing Qualification (CIM).
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| Experience | * Experience of the application of communication, marketing, media and engagement techniques.
* Event management experience.
* Experience of maintaining and using website and social media platforms.
 | * Experience in recruitment of prospective adopters.
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| Skills & Knowledge | * A good working knowledge and understanding of marketing and recruitment principles and processes.
* To be outcome and target focussed.
* Excellent interpersonal skills and ability to build, motivate and maintain productive working relationships.
* Planning, monitoring and reviewing skills.
* Responsibility for monitoring and reporting on spend against specific budget.
* Organising work and priorities.
* Ability to use own initiative and plan work effectively
* Ability to work under pressure
* Ability to analyse data and present information through wide use of mediums.
* ICT literate with demonstrable experience of Microsoft Office applications and commonly used social media platforms.
* Demonstration of equality and diversity working practices.
 | * An understanding of the child and prospective adopters’ journey.
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| Personal Qualities | * Professional attitude and commitment to continuous improvement.
* Excellent creative thinking and problem-solving skills.
* Enthusiasm and drive.
* Customer focused.
* Flexible approach to work.
* Ability to work evening and weekends as required by the Service.
* Ability to travel independently between sites by car when required.
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