

# Role Profile

## Part A - Grade & Structure Information

<b>Job Family Code</b>	<b>9BF</b>	<b>Role Title</b>	<b>Marketing Officer</b>
<b>Grade</b>	PS9	<b>Reports to (role title)</b>	<b>Team Manager Fostering</b>
		<b>Directorate</b>	<b>Children, Families and Learning</b>
<b>JE Band</b>	314-370	<b>Service</b>	<b>Childrens, Schools and Families</b>
		<b>Team</b>	<b>Fostering Recruitment and Assessment</b>
		<b>Date Role Profile was created</b>	<b>Jun-17</b>

## Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

<b>Role Purpose</b> including key outputs	To develop plans and facilitate activities for recruiting and retaining foster carers, for recruiting adopters and to raise awareness of Private Fostering. This is a key role in ensuring there are enough foster homes for Surrey Looked After Children.
<b>Work Context</b>	The Recruitment and Marketing officer will work flexibly across the service, liaising with teams responsible for placing children in substitute family care. Although based in a team environment, travelling across the county will be an essential part of the job. The Recruitment and Marketing Officer will be responsible for involving young people and foster carers in the recruitment task, ensuring that people with the right qualities are sought. A willingness to work flexible hours is essential. This role includes taking a lead in presentations at Recruitment Evenings and other events to publicise Surrey's requirements. The Recruitment and Marketing Manager will be responsible to managers in the areas of Fostering, Adoption and Private Fostering and line managed within the Fostering Service.
<b>Line management responsibility</b> if applicable	n/a
<b>Budget responsibility</b> if applicable	n/a

<p><b>Representative Accountabilities</b> Typical accountabilities in roles at this level in this job family</p>	<p>Analysis, Reporting &amp; Documentation</p> <ul style="list-style-type: none"> <li>• Assess or conduct analysis, presenting results and putting forward recommendations on managing more complex situations to support decision making.</li> <li>• Analyse and make recommendations for improvement or development of existing systems, processes or policy.</li> </ul> <p>Service Delivery</p> <ul style="list-style-type: none"> <li>• Maintain, develop and review systems, processes, procedures and working methods to maximise service quality, efficiency and compliance.</li> <li>• Provide specialist/professional advice and recommendations within specific parameters to support informed decision making.</li> </ul> <p>Planning &amp; Organising</p> <ul style="list-style-type: none"> <li>• Plan workloads and secure resources to enable the team/s to achieve a quality service.</li> <li>• Lead projects and reviews within a defined area of work as directed by their manager to support and enhance service delivery.</li> </ul> <p>Finance/Resource Management</p> <ul style="list-style-type: none"> <li>• May assist with budget/resource management in accordance with the organisation's policies and procedures.</li> <li>• May have delegated responsibility for a budget(s).</li> </ul> <p>Work with others</p> <ul style="list-style-type: none"> <li>• Liaise, communicate and build relationships with other internal departments, customers, partner organisations, agencies and/or contractors to support and represent the team/service.</li> </ul> <p>People Management</p> <ul style="list-style-type: none"> <li>• May manage a team operating in a well defined specialist area or oversee the delivery of a range of support services to a service or function.</li> <li>• Monitor and support the performance management and development of team members to ensure that individual contributions are maximised.</li> </ul> <p>And/Or</p> <ul style="list-style-type: none"> <li>• Operate as an individual responsible for the delivery of a high level/complex service.</li> </ul> <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality &amp; Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, Safety &amp; Welfare: To maintain high standards of Health, Safety and Welfare at work and take reasonable care for the health and safety of themselves and others.</p> <p>To have regard to and comply with safeguarding policy and procedure as appropriate.</p>
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<p><b>Education, Knowledge, Skills &amp; Abilities, Experience and Personal Characteristics</b></p>	<ul style="list-style-type: none"> <li>• Degree qualified, or significant vocational experience demonstrating development through involvement in a series of progressively more demanding relevant work/roles.</li> <li>• Professional qualification, or able to evidence knowledge and understanding of appropriate business disciplines.</li> <li>• Comprehensive knowledge of computerised business systems in terms of functionality and capability (some roles).</li> <li>• Knowledge of principles, practices, policies and procedures relating to business planning and financial and organisational management.</li> <li>• Proven written and oral communication and interpersonal skills with good negotiation and influencing skills and the ability to work collaboratively with internal and external partners/professionals.</li> <li>• Ability to understand, meet and exceed customer expectations.</li> <li>• Ability to work on own initiative, with solution focused problem solving skills.</li> <li>• Ability to manage a range of projects through to completion.</li> <li>• Previous practical or professional experience and understanding of a specialist area or supporting service teams and/or providing support to the public.</li> <li>• Previous management experience including staff supervision, development and organisational skills (where appropriate).</li> </ul>
<p><b>Details of the specific qualifications and/or experience if required for the role in line with the above description</b></p>	<p>1 Understanding of current legislation in relation Safeguarding, Adoption and Fostering.</p> <ul style="list-style-type: none"> <li>-Understanding of government initiatives, strategies and current research in relation to recruitment and retention of carers.</li> <li>-Understand the requirements of children needing substitute family care and work to recruit appropriate people for the task.</li> <li>-Good computer skills including the ability to create and maintain spreadsheets and databases, and create Power Point presentations.</li> <li>-Ability to sustain appropriate relationships and manage personal and professional boundaries with staff, foster carers and Looked After Children and other partners/stakeholders</li> <li>-Ability to keep abreast of current legislation, research and new initiatives</li> <li>-Experience in presenting to groups.</li> <li>-Experience in establishing and maintaining multi-agency links.</li> <li>-Ability to work flexible/unsociable hours as required.</li> <li>-Current drivers license and access to a vehicle.</li> </ul>
<p><b>Role Summary</b></p>	<p>Roles at this level are often professionally qualified roles, specialists, or project officers providing advice and support to their customers, or lead and manage the work of larger teams. They will plan and ensure progress within established procedures and policy, and respond effectively to changing priorities and different situations. They will have a fair degree of autonomy and work closely with customers, staff, partners, third parties agencies and/or contractors and have a primary role ensuring their services achieve the agreed service standards in a cost effective way and in improving quality standards. Forward planning could be for months ahead and the role will contribute to longer-term development. Work requires the consideration of future implications beyond the immediate problems.</p>



