



## **Job Description and Person Specification**

### **Job details**

Job title: Information Advice and Guidance (IAG) Manager Children's Services  
Grade: NNCBAND006  
Reports to: Engagement & Participation Manager  
Responsible for: Family Information Officer and IAG Officers (2 FTE)  
Directorate and Service area: Engagement and Participation, Children's Services

### **Purpose of the job**

To lead the day-to-day management, coordination, and delivery of the SEND Local Offer, Family Information Service and Start for Life Offer for North Northamptonshire Council.

This role ensures compliance with statutory duties under the Children and Families Act 2014 and SEND Code of Practice (2015). The role is pivotal in ensuring that parents, carers, and young people receive accurate, clear, and accessible information about services available for children with Special Educational Needs and Disabilities (SEND). This role will also ensure that the SEND Local Offer meets the needs of families, aligns with other local services, and promotes collaboration across schools and partner organisations.

## Principal responsibilities

- All work includes robust co-production, and additional family engagement planned and delivered
- Multi agency strategic partnership work is across education, health and social care
- Meet the needs of all audience groups – families, professionals and Ofsted

### 1. **Develop and Maintain the Local Offer and Family Information Service (FIS):**

Oversee the creation, maintenance, and continuous improvement of both the North Northamptonshire Local Offer and Family Information Service (FIS), ensuring that both are high-quality, user-focused, and compliant with statutory requirements. Work closely with the communications team to ensure web-based content is accessible, clear, and aligned with industry best practices, while fully meeting legal duties under the SEND Code of Practice and relevant policies.

### 2. **Review and Update Local Offer and FIS Content:**

Regularly review and update both the Local Offer and Family Information Service content in consultation with parents, carers, young people, partners, and internal stakeholders. Ensure the content remains comprehensive, transparent, and compliant with statutory requirements, including the SEND Code of Practice, relevant policies, and the needs of families accessing information through the FIS and Local Offer.

### 3. **Alignment with Key Services (Local Offer, FIS, Family Hubs, and Start for Life):**

Ensure the Local Offer and Family Information Service are aligned with Family Hubs, Start for Life services, and other key services, ensuring clear, consistent presentation and improving user navigation. Adhere to statutory duties for all services to provide a seamless integration and ensure comprehensive, easily accessible information across platforms.

### 4. **Co-development with Stakeholders (Local Offer and FIS):**

Collaborate with parents, carers, young people, and partners to co-develop easy-to-read, user-friendly content for both the Local Offer and Family Information Service. Ensure the platforms are accessible, inclusive, and meet statutory standards for accessibility, promoting a user-friendly experience for all families, especially those with additional needs, and ensuring both platforms are aligned with statutory duties.

### 5. **Community Engagement (Local Offer and FIS):**

Conduct outreach sessions to promote both the Local Offer and Family Information Service within the community, particularly targeting hard-to-reach groups and those with limited access to technology. Ensure these engagement efforts support statutory obligations, promoting inclusive and equitable access to both services, in line with the legal requirements for the Local Offer and FIS.

### 6. **Test and Improve the Local Offer and FIS Platforms:**

Facilitate 'test and learn' sessions for both the Local Offer and Family Information Service websites, using user feedback to

refine functionality and improve user experience. Ensure that both platforms meet user needs and statutory obligations, particularly around accessibility, ease of use, and the availability of essential information.

**7. Feedback and Reporting on Local Offer and FIS:**

Collect and analyse feedback from stakeholders about both the Local Offer and Family Information Service, using data to assess their effectiveness. Report insights to senior management and implement changes based on feedback to enhance both platforms' compliance with statutory duties and user satisfaction.

**8. Line Management and Strategic Leadership (Local Offer, FIS, and Associated Services):**

Provide line management to the Information and Guidance Officer and the IAG Outreach officers (x2). Ensuring alignment across interdependent websites and compliance with statutory duties for both the Local Offer and Family Information Service. Lead strategic work to foster engagement, ensuring ownership and accountability across all partners involved in delivering both services.

### **General responsibilities applicable to all jobs**

1. Demonstrate awareness/understanding of equal opportunities and other people's behavioural, physical, social and welfare needs.
2. Comply with the Council's policies and procedures including (but not limited to) safeguarding, financial regulations, promotion of equalities, customer care, agreed audit actions and health and safety (ensuring that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons).
3. Understand the council's commitment to Corporate Parenting and take responsibility to support this commitment. Enable the council to be the best corporate parents possible to children and young people in our current and previous care.

### **Carry out any other duties which fall within the broad spirit, scope and purpose of this job description and which are commensurate with the grade of the post.**

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

### Special features of the post

This post requires satisfactory clearance of an Enhanced Disclosure and Barring Service disclosure.

Hybrid Working is required, some office time and community outreach across North Northamptonshire and Work from Home.

### Person Specification

Attributes	Essential criteria	Desirable criteria
Education, Qualifications and Training	Qualified to degree level or demonstrable experience  Evidence of recent continuing professional development and/or at least 2 years' experience in working within Children's Services, SEND, Education or similar setting.  NVQ-4 Information, Advice and Guidance	
Experience and Knowledge	Knowledge of how Social Care, SEND, Early Years, Early Help, Education and Health work as a system.  Excellent working knowledge of Statutory Duty under pinning the Local Offer.  Excellent working knowledge of Statutory Duty under pinning the Family Information Service and providing information, advice and guidance.	A working knowledge of SEND legislation, including Education Act 1996, the Children and Families Act 2014, SEN Code of Practice 2015 and Equality Act 2010.  Experience of drafting content for websites and social media.  Experience of working with Communications, IT and external digital providers.

Attributes	Essential criteria	Desirable criteria
	<p>Knowledge of best practice and presentation of the local offer and why it's important to Children, Parents and Carers.</p> <p>Experience of working with Providers within Social care, SEND, Early Years, Early Help, Education, Voluntary Sector or similar.</p> <p>Experience of Co-Production with Young People, Parents, Carers and Stakeholders</p> <p>Experience of outreach work and running events both in person and virtually.</p> <p>Experience of updating websites using a content management system as well as having experience of using social media to create easy to understand content effectively to engage with others- for example Facebook, Twitter, Instagram and Linked In</p> <p>Experience of managing and motivating a team</p>	
Ability and Skills	<p>Excellent communication skills with the ability to adapt your style to a range of audiences, including the ability to communicate effectively face to face and by telephone to parents/carers, young people, and professionals.</p>	<p>Project Management skills</p> <p>Public sector compliance accessibility</p> <p>Manage external provider of website platform</p> <p>Data analysis skills, website analytics, user testing, evaluations and online feedback membership group</p>

Attributes	Essential criteria	Desirable criteria
	<p>Excellent written skills, write in plain English and translate complex information.</p> <p>Good presentation skills and confidently able to present the local offer needs and progress to multi-agency partnership boards.</p> <p>Excellent IT skills and a strong attention to detail.</p> <p>A strong team player who can work in collaboration with others.</p> <p>Manage in a changing environment and be adaptable and flexible.</p>	<p>Ability to create scripts for usability testing and robust evaluation</p> <p>Ability to support commissioning activity linked to the Local Offer</p>
Equal Opportunities	<p>Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs.</p> <p>Ability to demonstrate awareness of the inequalities that children with SEND, their Parents and Carers face to day-to-day life.</p>	

Attributes	Essential criteria	Desirable criteria
Additional Factors	Clean UK driving license with the ability to commute to and from work independently.	