**Job Description**

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| Job Title: Families Information Coordinator |
| POSCODE: CCC2530 |
| Grade: Scale 6 |
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**Overall purpose of the job**

The Childcare Act 2006 places a duty on Local Authorities to provide pertinent information, advice and assistance to parents and prospective parents on the provision of childcare, as well as any other services which may be of benefit.

The Families Information Officer will be vital in the delivery of this service and support families and carers with accessing the right support services within Cambridgeshire, particularly supporting parents and carers of children with SEND through established platforms like The Local Offer and the Families Information Service.

Families can experience difficulties finding childcare and accessing other support services for a number of reasons, and the role will be vital in bridging this gap through actively engaging with parents and stakeholders via various platforms, providing advice, and signposting to meet their needs.

**Main accountabilities**

Please list the accountabilities in descending order of priority. Please include 6-9 accountabilities.

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|  | **Main accountabilities** |
|  | Provide comprehensive information, advice and guidance to internal and external services, partners and the general public in relation to early years, childcare, activities and services. This includes government funded entitlements to childcare, and other assistance and benefits including Tax-Free Childcare.  Effectively manage the Families Information Service (FIS) to meet the needs of children and their families. Delivering pertinent and timely information, advice and guidance to the public, agencies and families from a variety of sources including the statutory updates from Ofsted (Ofsted feed) within the agreed timescales.  Work with SEND services and other colleagues, internal and external agencies to contribute to a seamless service where accurate and up to date information to parents, carers and professionals is provided and maintained effectively. Ensuring that any information presented about the Local Offer is consistent and clearly linked to universal childcare and early years provision.    Lead on the delivery of the Childcare Brokerage Service supporting parents and carers in finding suitable childcare for children aged 0 – 19, with a particular focus on supporting parents and carers of children with SEND aged 0-25 to access suitable childcare services in line with the Childcare Act section 12. |

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|  | Actively promote the FIS and Local Offer services to families within Cambridgeshire through a range of planned public and professional engagement events.  Work with colleagues in Early Years Service to develop and deliver an effective Local Offer and FIS social media presence, including regular posts and prompt responses to comments, to engage users and establish this as a valuable source of information.  Source and disseminate information which supports families to understand the sector and feel confident to access quality early years and/or childcare places, using both proactive and responsive campaigns.  Distribute publications and marketing materials to parents and prospective parents and with particular attention to parents and carers of children with a disability, working with local partners and stakeholders.  Measure the impact of such publications and promotions through the use of customer feedback, surveys and web analytics. |
|  | Lead on the provision of self-service options for parents and prospective parents on childcare and family support services including effective information systems and publication of comprehensive information.  To quality assure content updates and regularly review the site content to ensure information of services is accurate, up-to-date, relevant, reliable, understandable and consistent. |
|  | Coordinate responses to requests for information about childcare availability, working with colleagues in 0-19 Places Planning, Research, Early Years and other service. Produce reports and statistical information to a high standard and to strict deadlines.  Make contact with groups we are not reaching, cementing inclusive working enabling them to access children and family support services.  Lead on developing and delivering a programme of effective consultation with service users and relevant stakeholders, the effective promotion of services using a variety of media and ensuring consistent and appropriate application of the council’s corporate identity. |
|  | Identify and engage with Local Offer champions in each area of work (NHS, Education, Social Care, Early Help, Education Welfare Benefits and Adult Services) to ensure effective presentation of the early years entitlements and Local Offer within the FIS.  Meeting the needs of the FIS and Local Offer to agreed service standards and corporate and national requirements, including the collection of key service performance indicator data and contributing to the development of meaningful performance information for the FIS.  Provide information from FIS feedback (gap analysis) that will help the commissioning of services to be more responsive to local need across Education, Health and Social Care. |
|  | Demonstrate an awareness and understanding of equality, diversity and inclusion. |

**Safeguarding commitment** *(Include for roles involving work with children/vulnerable adults)*

We are committed to safeguarding and promoting the welfare of children and young people/vulnerable adults. We require you to understand and demonstrate this commitment.

**Person Specification**

**Qualifications, knowledge, skills and experience**

Minimum level of qualifications required for this job

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| Qualifications Required | **Subject** | **Essential/**  **Desirable** |
| 3 A-levels or equivalent | Any | E |
| GCSE grade A-C or equivalent | English and maths | E |
| Bachelors Degree | Any | D |
| Level 3 vocational or above | Customer Service, Business Systems, Advice and Guidance, Marketing | D |

Minimum levels of knowledge, skills and experience required for this jo

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| Identify | Describe | Essential/Desirable |
| **Knowledge** |  |  |
| Families Information Service delivery | Extensive knowledge and understanding of relevant legislative requirements concerning the statutory provision of information in relation to FIS and in particular those of section 12 of the Childcare Act 2006. | E |
| Childcare | Good knowledge of the regulations relating to childcare to ensure that concerns/complains raised are managed effectively and meaningful support and guidance is given to clients. | D |
| IT / systems | In-depth knowledge of specialist IT applications, web content management systems and social media. | D |
| Data protection | In depth knowledge of data handling and data protection guidelines in the delivery of public services, particularly relating to the handling of childcare data/records | E |
| **Skills** |  |  |
| IT | Good working knowledge of office applications - Word, Outlook, Excel and PowerPoint.  HTML editing and web editing software | E  D |
| Communication | Excellent communications skills:  The ability to consult with a wide audience via a wide range of media including writing for a range of audiences, social media, writing for the web, events delivery and general marketing; and the abilities to use these in support of strategic goals. | E |
| Organisation | Excellent organisational skills and the ability to work flexibly to make effective use of time.  Ability to work as part of a team and on own initiative and to use own initiative when leading on development projects. | E  E |
|  | Ability to enthuse others and work in partnership with a wide range of people.  Approachable and friendly disposition and ability to take a patient and understanding approach with customers / clients who have more complex needs |  |
| **Experience** |  |  |
| Communications | Have supported the development and delivery of communications strategies for organisations working in a complex environment against statutory frameworks | D |
| Partnership working | Have been part of a multi-functional, integrated team to deliver an excellent service, product or customer experience | E |
| Service development | Have worked with internal / external partners and service users to consult on service development and delivery to achieve maximum benefit for all. | D |
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| Equality, Diversity and Inclusion (applies to all roles. | Ability to demonstrate awareness and understanding of equality, diversity and inclusion and how this applies to this role. | |
| **Safeguarding** *(include for roles working with children/vulnerable adults)* | Demonstrate an understanding of the safe working practices that apply to this role. Ability to work in a way that promotes the safety and well-being of children and young people/vulnerable adults. | |

**Disclosure level**

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| --- | --- | --- |
| What disclosure level is required for this post? | None | Standard |
| **Enhanced** | Enhanced with barred list checks |

**Work type**

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| What work type does this role fit into? (tick one box that reflects the main work type, the default work type is hybrid) | Fixed | **Hybrid** | Field | Remote | Mobile |