

# When potential is unlocked, talent *thrives*



West  
Northamptonshire  
Council

## Local Offer Improvement Co-ordinator

Children & Young Peoples Service, People Directorate

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.

We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.



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## Purpose and impact:

This role is pivotal in leading the strategic development, statutory compliance, and continuous improvement of West Northamptonshire's SEND Partnership Local Offer. The postholder will ensure the Local Offer meets all legal and accessibility requirements, while driving collaboration across services to improve the quality, consistency, and visibility of information for children and young people with SEND, their families, and professionals.

They will lead meaningful engagement and co-production with children, young people, families, and professionals to ensure the Local Offer reflects lived experience and responds to local needs. Through trusted relationships, data-informed reporting, and active representation, the role will support strategic planning, commissioning, and governance across the SEND system.

### Impact

- Ensures families can access accurate, accessible, and legally compliant information.
- Strengthens service integration, transparency, and accountability.
- Amplifies the voices of children, young people, and families in decision-making.
- Builds a more inclusive, responsive, and user-centred SEND system across the Local Area Partnership.

The Local Offer is the Local Area SEND partnership's public-facing platform for all matters related to Special Educational Needs and Disabilities (SEND). It provides clear, accessible information about the services, support, and opportunities available to children and young people with SEND.

Improving communication around SEND is a key priority for the council. The Local Offer plays a crucial role in promoting transparency, inclusion, and co-production with families, professionals, and young people. By ensuring these voices are heard and valued, the Local Offer supports better commissioning decisions, ultimately leading to improved lived experiences for children and young people with SEND.

## Accountable to:

This role is accountable to the SEND Improvement Manager. The role sits within SEND Service part of the People Directorate in West Northamptonshire Council.

## Responsibilities:

- 1. To Ensure Compliance with Statutory Duties** - Support the local authority in meeting its legal duty to publish and maintain a comprehensive, accessible, and up-to-date Local Offer, in line with:
  - Children and Families Act 2014 (Sections 27, 28, 30, 32, 41, 49, and 51–57)
  - The Special Educational Needs and Disability Regulations 2014 (Part 4)
  - The SEND Code of Practice 2015 (Chapter 4)
  - The Equality Act 2010Identify noncompliance and develop and action plan to address gaps.
- 2. To Ensure Compliance with the Web Content Accessibility Guidelines (WCAG):** Take responsibility for ensuring that all digital content, including documents, websites, and communications, fully comply with the Web Content Accessibility Guidelines (WCAG), promoting accessibility and inclusivity for all users, particularly those with SEND and disabilities.
- 3. To Strengthen Strategic Collaboration** - Collaborate with key stakeholders to align and improve the information offer for families. Operationally implement the actions to develop a more cohesive and joined up approach to family-facing information across services with Senior Leaders.

- 4. To Contribute to Strategic Planning and Commissioning** - Co-author the annual Local Offer report alongside the SEND Improvement Manager, using insight from community engagement and service feedback to recommend services for consideration by Commissioners. Ensure the report meaningfully contributes to the Partnership and Leadership workstream within the SEND and AP Improvement Partnership governance structure. Provide high-quality data analysis to inform Joint Commissioning decisions and support the development of a more integrated and responsive SEND system across the Local Area.
- 5. To Promote Transparency and Accountability** - Apply and uphold internal procedures, policies, and quality standards that govern the Local Offer, ensuring consistency, fairness, and transparency in decision-making. Play a key role in reviewing and refining these frameworks to reflect best practice and user feedback.
- 6. To Champion Co-Production and Engagement** - Work collaboratively with children, young people, families, and professionals to ensure the Local Offer reflects lived experience and local need. Facilitate meaningful engagement and co-production activities that shape the content and presentation of the Local Offer. Identify gaps in information or engagement and feed in solutions to the Partnership and Leadership workstream to enhance reach and impact.
- 7. To Build and Maintain Relationships** - Develop and sustain trusted relationships with families, professionals, and community and voluntary sector partners across the SEND landscape. Act as a key point of contact for community engagement, ensuring consistent and respectful communication.
- 8. To Provide Team Support** - Provide direction to team members and act as a buddy/mentor wherever possible, ensuring effective delivery of tasks aligned with the Local Offer's strategic priorities, statutory requirements, and engagement objective.
- 9. To Promote the SEND Partnerships Local Offer** - Actively promote the Local Offer at community events, particularly to underrepresented and hard-to-reach families. Tailor messaging and delivery to suit a wide range of audiences, ensuring accessibility and inclusivity. Communicate confidently and sensitively in face-to-face settings, adapting style and content to meet the needs of diverse audiences.
- 10. To Represent the Service** - Represent the Local Offer at meetings, forums, and events, championing the voice of families and children with SEND. Communicate confidently and professionally in a variety of settings, adapting style and tone as appropriate.
- 11. To Adhere to Organisational Policies and Procedures:** Demonstrates a consistent commitment to following WNC policies and procedures, ensuring compliance, accountability, and alignment with organisational standards and expectations.
- 12.** To maximise personal productivity, minimise duplication and errors; and manage our information efficiently and securely to reduce risk, through effective use of Office 365 and our internal IT systems and applications.
- 13.** Actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours.
- 14.** Demonstrate awareness and understanding of other people's behavioural, physical, social and welfare needs and ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons.

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.

## Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(A) Application Form, (T) Test, (I) Interview, (P) Presentation, (D) Documentation.

Minimum levels of knowledge, skills experience and qualifications required for this job.

Skills and abilities:	Essential / Desirable	Measured by
Strong understanding of the SEND system, including the Local offer and relevant legislation	Essential	A, I
Experience supporting or maintaining digital content	Essential	A, I
Thorough understanding of WCAG compliance	Essential	A, I
Strong graphic design skills to produce visually engaging, inclusive content that adheres to brand guidelines and accessibility standards across digital and print media.	Essential	A, I
Essential ability to interpret and summarise complex information effectively and present data to inform decision-making	Essential	T

Knowledge:	Essential / Desirable	Measured by
Comprehensive knowledge of relevant legislation in this area	Essential	A, I
Understanding of the role of the Local Offer in informing commissioning and strategic decision-making	Essential	A, I

Relevant experience:	Essential / Desirable	Measured by
Experience of working and co-producing with children, young people with SEND and their families	Essential	A, I
Experience of working alongside the voluntary and community sector and multi-agency partners in order to build and maintain positive working relationships with a wide range of stakeholders, demonstrating empathy, active listening, and effective communication across diverse settings.	Essential	A, I
Experience contributing to service development or quality assurance frameworks	Essential	A, I

Education, training, and work qualifications:	Essential / Desirable	Measured by
Degree or equivalent experience	Essential	A, I

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

### Additional pre-employment checks specific to this role include:

Enhanced Disclosure and Barring Service check, Disqualification for Caring for Children (Education), Overseas Criminal Record Checks, Prohibition from Teaching, Professional Registration, Non police personnel vetting, Disqualification from Caring.

## Day-to-day in the role:

<b>Job family &amp; salary band:</b>	Professional Support WNC Band 07	<b>Worker type:</b>	Part-flexible
<b>People management responsibility:</b>	None	<b>Budget responsibility:</b>	None

Current pay scales and other benefits are published on the [Jobs and Careers](#) section of West Northamptonshire Council's internet.

### Working conditions & how we work:

This role has been identified as a part-flexible worker type, this means that you will be able to work from other work locations and when not working from an office you will be working remotely for up to 3 days a week (including from home).

## Our organisational values and behaviours

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

<b>T</b> Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
<b>H</b> High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
<b>R</b> Respect	we respect each other and our customers in a diverse, professional, and supportive environment.
<b>I</b> Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
<b>V</b> Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
<b>E</b> Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

**“Valuing colleagues as individuals and encompassing our different perspectives to deliver our collective ambitions. One West inclusive culture.”**

Should you require this document in another format or language, please contact: [Careers@westnorthants.gov.uk](mailto:Careers@westnorthants.gov.uk)

# When potential is unlocked, talent *thrives*

Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

## The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
- **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
- **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
- **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.

We want you to have balance and be happy.

