



Job description

Regional Fostering Hub Communications & Engagement Lead

Department	Children's Services
Service	Fostering Services
Grade	K
Reports to	Head of Service, Regional Fostering Hub
Responsible for	Recruitment and Retention of Foster Carers in Regional Hub
Job reference	

Job Purpose
Working closely with the East Fostering Region, Communications and wider business, the post holder will lead, develop and implement a strategy to increase our engagement with and uptake of new foster carers across the Region, acting as the face of the business with regards to foster care and responsible for targeting, sourcing, educating, securing and retaining new and existing foster carers.
Context -
<p>The Regional Fostering Hub is designed to ensure consistency across the Region for fostering recruitment and foster carer support.</p> <p>The post will be managed centrally from County Hall and at times can include working from home arrangements agreed directly with your line manager.</p> <p>There will be occasions when travel across the Region is required.</p> <p>It is expected that the successful candidate will attend networking events which may include weekends and evenings. However, time will be given back in lieu.</p>

Accountabilities
Lead and work collaboratively with colleagues, relevant teams within the Region, external partners and commissioners to develop a strategy and recruitment plan to increase referrals for those seeking or able to be foster carers and supporting with wider recruitment activity as necessary.
Lead colleagues to identify, work and utilise key stakeholders in the network, creating relationships to generate and build increased referral rates.
Lead, design and implement the recruitment strategy and marketing plan to deliver effective new ways to identify and source Foster Carers to increase numbers of referrals for Foster Carers being received and approached, to agreed targets and timescales.
Explore, investigate and identify the barriers to referrals and recruitment of Foster Carers, finding ways or creative solutions to overcome these and increase numbers.
Explore the use of technology and the power of social media in creating improved numbers and utilise this wherever appropriate to deliver the strategic plan and outcomes.

Leading and identifying any gaps in awareness of the fostering programme in the Eastern Regional Fostering Network offers, developing sustainable engagement tools to ensure prospects know where to find appropriate support and be available to answer any questions.
For roles undertaking regulated activity with respect to children or vulnerable adults, you must include an accountability for safeguarding and promoting the welfare of children and young people or vulnerable adults the employee is responsible for or comes into contact with, which is appropriate to the content and level of the role. Delete if not applicable.

Person specification

Skills and abilities:	Essential (✓)	Desirable (✓)
Recruitment and Marketing skills, gained through recruitment of relevant transferable field or work	✓	
Passion and desire to make a positive difference to lives	✓	
Excellent negotiation and storytelling skills	✓	
Excellent senior stakeholder skills and inter-personal skills	✓	
Ability to develop and manage positive and collaborative relationships with many partners and stakeholders with different perspectives and interests	✓	
Team player with strong work ethic and ability to take initiative in proactively resolving issues	✓	
Strong Microsoft Office skills	✓	
Strong communication skills	✓	
Knowledge/Experience	Essential (✓)	Desirable (✓)
Experience in designing, implementing and delivering effective recruitment strategies.	✓	
Experience of working in a target driven environment and using data to improve the quality of services.	✓	
Experience of recruiting from a wide variety of sources, including social media.		
Qualifications	Mandatory (✓)	Indicative (✓)
Degree in a related field or other relevant qualification or experience.	✓	

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The Council's values and strengths

- Take accountability (Do what we say we will)
- Make strategy happen (Take action which makes Norfolk a better place)
- Be evidence based (Target our work to make the biggest difference)
- Be business-like (Think smarter to ensure value for money)
- Be collaborative (Work together to find a better way)

Other Job Information (special factors or constraints and physical requirements or environmental conditions that the job holder will encounter, including how long they last and how often they occur)

Evening or weekend working, it will include some evening and/or weekend working such as attending events to represent the fostering services within the Region.

As this role involves working in various locations, ideally you will have a driving licence and access to a vehicle.

General Information

- The job description details the main outcomes of the job and will be updated if these outcomes change.
- All work performed/duties undertaken must be carried out in accordance with relevant Regional, County Council and Departmental policies and procedures, within legislation, and with regards to the needs of our customers and the diverse community we serve.
- Job holders will be expected to understand what is meant by safeguarding vulnerable groups (children, young people and adults) and how to raise concerns.
- Job holders will be expected to be flexible in their duties and carry out any other duties commensurate with the grade and falling within the general scope of the job, as requested by management.

Additional job information

The boxes below should be completed if the job description needs grading. You will need to delete them for recruitment purposes.

Decision Making

1. To develop a strategy for increased recruitment of foster carers.
2. To possess tactics which provide best return, particularly digital, which translate in to increased numbers of enquiries.
3. Examine key differences between different fostering agencies and to learn from these.

Give **three** examples of decisions that the job holder will refer to others, saying who is responsible for each decision

- 1. The job holder will defer decision making regarding progression of potential foster carers through the recruitment process at each LA within the Regional Network.**
- 2. To work in collaboration with the Regional Comms Team regarding marketing strategies.**
- 3. To work in collaboration with IT services across the Region to update and improve its website and to support improvement on this.**

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