

Job Profile

Job Title:	SEND Communication and Engagement Officer
Directorate	Starting Well
Service/Section:	Education Services
Post Number(s)	10023500
Job Evaluation Number	3481
Grade:	G7
DBS required	Enhanced DBS check
Date last revised	September 2023
Reports to	SEND DBV Strategic Programme Manager

Reporting staff:

Reports to Strategic Programme manager – SEND & DBV
No direct reports.

Purpose of Role

To lead and coordinate regarding all DBV Programme, SEND Service Communication, Engagement and Co-production activities.

Ensuring efficient, effective, economic, high quality, timely and client focussed communication, engagement, consultation, and co-production with all internal and external stakeholders, especially service users, parents, carers, and community groups.

To be the primary point of contact regarding engagement with parents/carers and young people to ensure that Coproduction is at the heart of all work undertaken across the Programme, SEND service (and working with the wider Children's Service to get specific engagement work delivered).

To lead on all aspects of Havering's DBV Programme is reviewed and updated regularly in consultation with parents.

Duties and Responsibilities

1. To coordinate all aspects of Programme and SEND Service Communication, Engagement and Co-production activities.
2. To organise and facilitate the parent's/carers forums and co-production groups.
3. To lead regarding all aspects of communication management across the SEND service.
4. To work with and coordinate relevant stakeholders and take the lead regarding all aspects of communication e.g. the development and management of a social media communication stream in line with Havering's digital management policy.
5. To work with all stakeholders/partners across the SEND Service and partnership, including service users and parents and carers, to develop, compile, edit and produce the SEND newsletter.

Last Date Updated	Last Date Evaluated	Owner	Approved by

6. To work with the accountable officer responsible for the Local Offer e.g. editing and publishing regarding 'Havering's Local Offer' website ensuring that it is accurate, up to date and user friendly and co-produced with partners, parents, and carers.
7. To work with the lead regarding the design of the web pages and content on "Havering's Local Offer" website ensuring that they are co-produced where appropriate.
8. To produce management information reporting on the web analytics and demographics of the website and collect and respond to feedback through the web site. Within the management information reporting, there is the responsibility to highlight any areas of concern and escalate to relevant stakeholders for resolution.
9. To produce and present monthly management information reports to inform ongoing improvement cycle of the "Local Offer" website.
10. To meet with and engage individual, and groups of service users and parents and carers, to co-ordinate the Parent/Carer forum and young people's forum while undertaking co-production activities to ensure co-production is well embedded across the SEND Service and partnership
11. To ensure all communication is of the highest quality and is accessible and ensuring any, and all concerns regarding non-compliance with Havering Council's copywriting processes and standards are escalated.
12. To lead, co-ordinate and be accountable for key communications regarding information, advice, and support services to ensure that the provision of consistent information and messages is provided.
13. All other duties as directed by line management as commensurate with seniority of the role.

Additional Requirements:

- Comply with any and all legislation and good practice appropriate to the work you undertake, and particularly that related to:
 - Safeguarding
 - Information security and confidentiality
 - Equality, diversity and inclusion
 - Health and safety
- This is an unprecedented time of social, technological and financial change. The Council needs all staff to embrace change by demonstrating a flexible attitude to work, understanding that for us to provide excellent services to the people of Havering, you may be required to undertake other duties in line with the overarching nature of this role and your level of skills and responsibility.
- Embrace the Council's iCare values and behaviours in all aspects of work and service delivery.

Person Specification

Qualifications

- N/A

Experience

- Demonstrable understanding and experience of website usability and accessibility best practice and guidelines.
- Demonstrable, excellent proofing and written English skills with a keen eye for detail.

- Demonstrable experience of using website analytics software to provide meaningful and actionable reports and insights into customer behaviour.
- Demonstrable relevant technical expertise and skills, including the use of Content Management Systems, html/css, photo and video editing tools, Adobe Acrobat, Mail chimp, social media and MS Office.
- Substantial, demonstrable experience of establishing effective working relationships with a diverse range of individuals and groups.
- Substantial, demonstrable experience of organising and prioritising workload, working under own initiative and being accountable for delivering high quality work in a busy and challenging environment to tight deadlines.
- Proven ability to communicate with a wide range of people, effectively and sensitively including service managers, senior officers, members, web publishers and the general-public.
- Ability to translate and simplify complex information/messages into accessible text.
- The ability to demonstrate an understanding of the SEND/Disability landscape, particularly regarding user and parent/carer engagement and co-production.

Skills and Attributes

- Demonstrable, experience of working with and co-ordinating groups of diverse stakeholders ensuring a flow of communication, dialogue and engagement and a professional working relationship.
- Demonstrable, high level communication skills and a high-level of ability in communicating verbally and in writing in English.
- Demonstrable, high level IT skills
- Demonstrable experience of engaging and communicating, verbally and in writing, with a diverse range of people in a professional capacity.
- Substantial, demonstrable experience of editing usable and accessible web content on high profile websites and intranets.