



Cumberland Council

Post Specification

Date	June 2023
PG Number	7887
Post Title	Adoption Recruitment and Engagement Officer
Job Family	Organisational Support
Job Family Role Profile	OS9
Final Grade	Grade 9

To be read in conjunction with the job family role profile

Service Area description

This post is part of the council's hosted adoption service. As part of its recruitment of adopters to meet the needs of children, the service has responsibility for engaging with the public and our adopters, carers and partners to ensure their voice and involvement in high quality marketing to attract prospective adopters to meet our sufficiency needs. Building working relationships with our prospective and existing adopters as well as staff is key and is linked to internal and external communications, consultation, brand/graphic design, media relations and the council's digital media platforms.

Purpose of this post

This purpose of this post is to deliver effective engagement activity and high quality communication of our sufficiency needs and adoption process and support across the Cumberland and Westmorland and Furness council areas.

The post holder will work with internal and external stakeholders across both councils, having a key role in organising and delivering recruitment activity to generate an increased number of enquiries from prospective adopters, including those who can offer a child the benefit of an Early Permanence placement while care proceedings are underway.

A key aim is to unlock the potential of adopters to become advocates for the service, supporting them to take a much more active and visible role in recruitment activity in local areas. Work locally and nationally has shown how effective this can be.

Key job specific accountabilities

1. Build strong relationships with all key stakeholders, encouraging support and contribution to this project/priority/service area. Building strong relationships with adopters, encouraging and supporting them to play a significant role in the service's adopter recruitment and preparation activities.
2. Develop and deliver a comprehensive communications and engagement plan for the current and future adoption service.
3. Supporting the forward planning of engagement and communication activity
4. Delivering adoption recruitment marketing campaigns throughout the year across the full range of online and offline channels.
5. Produce high quality communications at all times that support the council's brand and meet the organisations needs
6. Improve stakeholder engagement and customer satisfaction with all key stakeholders and audiences e.g. members, customers, staff and communities.
7. Support the forward planning of engagement and communication activity related to the project.

8. Contribute to the council sufficiency planning , its performance management and any supporting drive for culture change within this
9. Contributing to the pan regional project to develop the full range of Early Permanence placement options for children during care proceedings.
10. The role will be crucial in helping take forward the awareness and promotion of the new Regional Adoption Agency as it is developed, including branding, clear messaging and transition to the go live date.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	Will have responsibility for monitoring and reporting on spend against specific project budgets.
Staff Management Responsibilities	NA
Other	Post will require occasional working at evenings and weekends

Essential Criteria - Qualifications, knowledge, experience and expertise

- Educated to degree level or equivalent in a communication or related discipline
- Knowledge of the application of communication, marketing, media and engagement techniques
- Excellent inter-personal skills and ability to build and maintain productive working relationships
- ICT literate with demonstrable experience of MS Office applications and commonly used social media platforms
- Excellent creative thinking and problem solving skills

Disclosure and Barring Service – DBS Checks

- This post does not require a DBS check.

Job working circumstances

Emotional Demands	Normal
Physical Demands	Minimal. Occasional movement of display equipment.
Working Conditions	Majority office based, will involve some work in the community

Other Factors

- Post holder must be able to travel independently.
- The post will be based in Cumberland but will deliver across the Cumberland and Westmorland and Furness areas, .