

## JOB FAMILIES ~

**Job Title: Family Wellbeing Communications and Engagement Officer**

**Level descriptor – Level 6**

### **Role purpose:**

Working to support the branding and accessibility of all services that are within the Family Wellbeing team which includes: UK Resettlement, Children Centres and development of Family Hubs, Supporting Families, Parenting and Family Support. The postholder will focus on the following areas:

- Internal communication
- Digital development which includes websites and social media.
- Social Media development
- Physical posters and leaflets and
- Promotional materials

The postholder will assist in the development of a communication and marketing strategy for The Family Wellbeing Team and will support with ensuring this work is sustained going forward.

### **Typical activities**

Undertake research and information gathering to understand what colleagues are trying to achieve for their services understand who the target audience is and what channels and messages are likely to work best.

Develop targeted and coordinated communications activities to meet these objectives using appropriate channels and messages.

Put in place evaluation measures to assess the effectiveness of activities and provide feedback on outcomes to Team Managers / Leaders through reporting or work with them so they are able to evaluate activities themselves.

Support the delivery of designated areas of work by co-ordinating day to day operations and contribute to developing projects and processes.

Support the coordination of steering groups that encourage co-production of all marketing and communications development which includes partners, parents, carers, children and young people.

Establish good working relationships with key partners, which will lead to strong standards being established and developed at all levels.

Keep up to date on communication developments, especially digital, to ensure the Family Wellbeing Team's communications activities are responsive to customers' preferred channels.

### **Knowledge, skills & experience**

Have a good understanding of local government and will have worked in a similar service area.

You will hold or be working towards a relevant professional/technical qualification.

You will have well developed interpersonal and communication skills to build relationships and engage successfully with contacts and customers.

Experience of working flexibly within a team and across different areas of activity.

Good numeracy, literacy, report writing, presentation and excellent IT skills including a strong knowledge of social media campaigns.

Able to undertake effective research and present findings in a clear, concise format. Demonstrable experience of meeting service standards, targets and deadlines.

Good level of general IT skills and the ability to use appropriate specialist in-house software packages.

Knowledge of associated areas relevant to the Family Wellbeing Team

Satisfactory enhanced DBS disclosure certificate (relevant applications and checks will be carried out before any job offer is confirmed).

<p>Support with the creation of a customer survey process that will provide qualitative and quantitative data as well as learning as to whether families are aware of the brand and have a positive association.</p> <p>Develop and provide relevant training to Family Wellbeing Officers to ensure sustainability of communications and engagement work streams.</p> <p>Ensure that accurate records are developed and maintained, and that this information is assessed and analysed.</p> <p>Communicate changes in Council's marketing and communication working practice to keep the Family Wellbeing Team Managers and Leaders up to date and ensure all procedures and systems are updated accordingly.</p>	<p>Valid driving licence and own transport, or be able to provide alternative, suitable method of travel.</p>
<p><b>Performance measures</b></p>	<p><b>Competencies</b></p>
<p>Input based measures including number of projects delivered, enquiries dealt with, press releases issued, publications produced, social media campaigns delivered etc.</p> <p>Outcomes of communication activities – e.g., take-up among target audience, shift in perception, tone of coverage, changes in behaviours.</p> <p>Feedback from businesses, customers, colleagues and partner agencies</p> <p>Key Performance Indicators (where available)</p> <p>Line manager assessment</p> <p>360 feedbacks from staff and colleagues</p> <p>Performance of the team</p>	<p><u>Team Working</u> ~ cooperation and flexibility, follows principles of integrated working, sharing best practice and information to develop self and others</p> <p><u>Service user/ outcome focused</u> ~ achievement of results through appropriate decision making, evidenced based interventions, personalised care plans</p> <p><u>Problem solving &amp; judgement</u> ~ develops solutions, makes links between identified potential issues and possible solutions, makes decisions within guidelines</p> <p><u>Planning &amp; Organising</u> ~ Prioritises work, organising work for self and others to avoid or minimise peaks and troughs</p> <p><u>Business Awareness</u> ~ understands the role of others in relation to the impact on own role and recognises how decisions made in other areas can impact on their's.</p>

### Equality and Diversity

We expect all employees to act professionally and to treat colleagues and the public with dignity and respect. This means setting a strong personal example of good equality and diversity practice at all times and ensuring they are sensitive to the needs and views of others and reflect this in the way they behave. Managers have additional responsibilities of managing others effectively by recognising and valuing each team member as an individual and always challenging inappropriate language and behaviour.

### Health and Safety

We all have a responsibility to work within health and safety legislation, associated codes of practice, North Somerset Council's policies and procedures and our local safe systems of work and emergency arrangements.

**Continuous Development**

Our jobs and the way we do things evolve over time and we need to keep abreast of new technologies, legislation and methodologies for our own subject areas. We are responsible for reviewing and developing our own professional practice.

<b>The entering of your name and date below will be treated as your signature for declaration purposes.</b>	
Effective Date:	Issued on:
Name:	Date: