

Job Profile

Position Details	
Post	Fostering Recruitment and Marketing Officer
Service Area	CYPS, Fostering and Adoption Service
Reports to	Fostering & Adoption Service Manager or as directed
Grade	PO2
Job Family	To be completed by HR

Role Purpose
<p>To develop, implement, inform and monitor a clear and robust marketing and recruitment strategy to contribute to the Councils target of increasing the number of approved foster carers in LB Haringey.</p> <p>To work to retain Haringey's in-house fosters carers.</p>

Main Responsibilities
<ol style="list-style-type: none"> 1. To liaise with all key internal & external agencies including but not limited to independent fostering agencies, advertising agencies, media outlets, other local authority fostering teams, local business sector employers, local community organisations, placement teams, social work teams, council Press Office and internal and external communications teams. 2. To generate positive local, media coverage of foster care in Haringey and neighbouring local authorities. 3. To identify public relations opportunities facing Haringey's Fostering Service. 4. To take an active role in the widest possible range of public relations & promotional activities including advertising programmes & campaigns to promote Haringey's Fostering Service. 5. To undertake internal communication initiatives in relation to fostering recruitment as required. 6. To ensure that the Fostering Service web pages are accurate & up to date. 7. To assist Haringey Fostering Service management to review and evaluate effectiveness of all recruitment activity to ensure cost effectiveness. 8. To send out feedback surveys to prospective foster carer candidates and newly approved foster carers and provide evaluation reports. 9. To establish and maintain management information systems.

Generic Responsibilities
<ol style="list-style-type: none"> 1. Understanding, knowledge and ability to follow guidelines that ensures compliance with Health

and Safety at Work, Data Protection and other statutory requirements.

2. Understanding and commitment to promoting and implementing the Council's Equal Opportunities policies.
3. Knowledge and experience of using IT.
4. To undertake any other temporary responsibilities aligned with the overall purpose and grade of the role.

Knowledge, Qualifications, Skills and Experience	Essential or Desirable
Previous experience of working in a recruitment and marketing role and or a relevant professional qualification in marketing and or recruitment	E
Educated to degree level.	E
An ability to keep up to date with current fostering recruitment patterns and trends both local and national	D
Exceptional communicator capable of producing a high standard of written material for the media and for publications.	E
Able to demonstrate an understanding & knowledge of equalities issues and anti-discriminatory practice.	E
Able to demonstrate a good use of initiative and organisational skills.	E
Able to prioritise work and work to strict deadlines.	E
A commitment to and a responsibility for continued personal and professional development.	E
Experience of developing comprehensive marketing plans.	E
Experience of market research and competitor analysis to inform future plans.	E
Experience of informing and implementing integrated campaigns to time and within budgets.	E
Experience of organising events and promotions.	E
Experience of developing internal communications channels and forging links with key stakeholders.	E
Experience of sourcing, negotiating and booking advertising within budgets.	E
Experience of liaison with suppliers or internal departments regarding printing and production of literature and publicity.	E
Experience of providing creative briefs for agencies and media outlets.	E
Experience of evaluating marketing and recruitment campaigns.	E
An understanding and awareness of issues regarding fostering within the public and private sector.	D

Main Contacts & Other Information

Main Contacts:

1. Fostering Team Manager & Recruitment Team
2. Members of the public & Community Groups
3. Council Internal & External Communications Team
4. Local media outlets
5. Advertising companies
6. North London Fostering & Adoption Consortium Recruitment & Marketing Officers

Other Information:

This position requires the post holder to undergo a DBS (Disclosure and Barring Service) check.

The post holder must not be subject to a ban under either the protection of Children Act 1999, Care Standards [Vulnerable Adults] Act 2001.

This post will involve some evening & weekend working to cover meetings & events.

Additional Information

Please complete the additional information as fully as you can.

Supervision / Management of People				
Please indicate which group best describes the total number of staff the post holder is responsible for:				
None	Up to 5 staff	6 to 15 staff	16 to 49 staff	50 plus staff
x				
Are the staff based at the same work location?				Yes
Will the post holder be responsible for contract / agency / project staff?				No

In the normal course of their duties would it be reasonable to expect the job holder to undertake, or be involved in, any of the following on a regular basis.

If Yes, please provide an estimate of the % of their working day this involves.

Work Environment					
Activity	Yes/No	% of working day	Activity	Yes/No	% of working day
Office duties.	Yes		Use of a computer.	Yes	
Audio typing.	No		Crisis or conflict situations.	No	
Walking more than a mile.	No		Manual handling.	No	
Working alone or in isolation.	No		Working in confined spaces.	No	
Driving a car, van or minibus.	Yes		Preparing or serving food.	No	
Exposure to infectious diseases, e.g. Tuberculosis (TB) or Hepatitis B.	No		Working in awkward positions, e.g. stooping, bending, reaching.	No	
Exposure to substances hazardous to health, including lead, asbestos or radioactive substances.	No		Operating heavy or hazardous machinery including forklifts, diggers or cranes.	No	
Regular and repetitive movements.	No		Working shifts / unsocial hours, nights.	No	
Outdoor work involving uneven surfaces.	No		Standing or sitting for prolonged periods.	No	

Activity	Yes/No	% of working day	Activity	Yes/No	% of working day
Working shifts / unsocial hours / nights.	No		Working at heights / on ladders, roof work.	No	
Teaching, or responsibility for, children.	No		Outdoor work involving extremes of temperature.	No	
Electrical hazards.	No		Control and restraint.	No	

Resources – identify & list personal and identifiable accountability for physical and financial resources including those of clients:

N/A

Cash/Financial Resources - Is the post personally and identifiably accountable for the accurate handling / security of cash and cheques? If yes, specify the average amount controlled at any one time and the nature of the accountability:

N/A

Plant/Equipment - is the post personally accountable for the proper use / safekeeping of plant / equipment? If yes, please indicate the type(s) of plant/equipment and the nature of the accountability:

N/A

Stocks/Materials - Is the post personally accountable for materials / items of stock? If yes, please indicate the type and approximate value and the nature of accountability:

N/A

Data Systems - is the post personally accountable for the use, manipulation and safekeeping of data systems whether manual or computerised? If yes please indicate the type of system(s) and the nature of the accountability, whilst explaining the importance of the data systems to the Council's operations:

N/A

Buildings - Is the post personally accountable for the proper use and safekeeping of buildings? If yes please indicate the type of building(s) concerned and the nature of the accountability:

N/A