



Job Description

Social Services Directorate

Post Title	Marketing & Recruitment Co-ordinator – Children’s Services		
Post Number	BG14361	Grade	5
Base	Agile Worker / South East Wales Adoption Service – Mamhilad	Hours of Work	18.5
Car User Allowance		Disclosure	Enhanced
Contact	Helen Praitto	Updated	October 2024

Politically restricted **No** **Yes ***

* The position is politically restricted within the provisions of the Local Government and Housing Act 1989 as prescribed in the Local Government Officers (Political Restrictions) Regulations 1990.

Principal Job Purpose

Responsible to: Team Manager (Recruitment & Assessment)

Responsible for: To co-ordinate the marketing and recruitment of prospective adopters to increase the number of adoptive placements to meet the needs of children requiring adoption within the region.

MAIN DUTIES AND RESPONSIBILITIES

The job description refers to the principal duties and responsibilities of the Post. It does not necessarily list in detail all the tasks required to carry out these duties and responsibilities.

- To assist the regional management team in the development and implementation of a regional marketing and recruitment strategy for prospective adopters.
- To be proactive in raising awareness of the benefits of adoption and of the associated support and training available within the regional area.

- To co-ordinate and undertake a range of communications, marketing and promotional activities for the South East Wales Adoption Service.
- Improving and maintaining a system for monitoring, tracking and follow-up of all initial enquiries received from prospective adopters.
- To follow up enquiries by providing a timely, customer friendly and professional response.
- To co-ordinate and participate in information evenings and events for prospective adopters.
- To record and analyse the number, type and geographical area from which enquiries are received in order to identify trends, gaps in provision and areas to target recruitment activity.
- To be responsible for the production of statistical information and reports on recruitment activity and conversion rates as required by the regional management team and regional partners.
- To provide statistical information as required by the performance management framework and other reporting mechanisms.
- To assist in the development, production and distribution of recruitment and promotional materials and associated publicity information/ literature across the region.
- To assist in the delivery of high quality initiatives for promoting adoption, including participation at local events, presentations to local communities and organisations and the development of local recruitment campaigns.
- To monitor response rates from advertising campaigns and recruitment activities and provide reports on the outcomes.
- To work closely with staff within the Collaborative and approved adopters in the delivery of the regional recruitment plan.
- To establish and maintain effective working relationships with local Communications Departments, key stakeholders and colleagues within partner agencies.
- To assist in the development and updating of the South East Wales Adoption Service's website and manage website activity in conjunction with the local authority web editor.
- To participate in professional supervision and training in line with Departmental policy.
- To promote and represent the work of the Collaborative as required with key stakeholders and partner agencies and collate required information to support the delivery of the service.
- To ensure compliance with the Council's Financial Regulations, Standing Orders, Policies and Procedures.

- To implement the principles of the Council's Equal Opportunity Policy whilst carrying out the above duties
- To adhere to Health and Safety legislation / relevant Council Policies and Procedures and to take reasonable care for the health and safety of yourself and other persons who may be adversely affected by your acts / omissions.
- To implement the principles of the Council's Environment Policy while carrying out the above duties.
- To report without delay any safeguarding concerns to the appropriate safeguarding officer.
- Such other duties and responsibilities commensurate with the grade and in accordance with the general character of the job as may reasonably be required by the Chief Officer from time to time.

Person Specification – Non Managerial

1. Qualifications/Experience/Knowledge/ Skills & Aptitudes	Assessment Method				
	Essential / Desirable	Application Form	Interview	Other (please specify)	Probationary Period
Qualifications					
A good standard of general education.	Essential	X			
Degree in Media	Desirable	X			
Evidence of continuing professional development and training.	Essential	X			
A recognised qualification in marketing, recruitment or customer care.	Desirable	X			
Relevant Experience					
Experience of working in a customer focused, marketing or recruitment environment.	Essential	X	X		
Experience of working in a team.	Essential	X	X		
Experience of collecting and reporting data.	Essential	X	X		
Experience of developing new ways of working to meet service requirements.	Essential	X	X		
Experience of working with a range of office and IT systems.	Essential	X	X		
Experience of working within a social care organisation.	Desirable	X	X		
Experience of involvement in marketing and promotional campaigns	Desirable	X	X		
Knowledge					
Knowledge of best practice in terms of customer relations.	Essential	X	X		
Knowledge and understanding of the benefits of adoption.	Essential	X	X		
Knowledge of the scope and application of computer based information and IT systems.	Essential	X	X		
Awareness of the aims of the National Adoption Service and Regional Adoption Collaboratives.	Essential	X			
Knowledge of marketing techniques and strategies	Desirable	X	X		
Skills & Aptitudes					
Ability to work under pressure and to prioritise tasks.	Essential	X	X		
Ability to demonstrate initiative and promote new ways of working.	Essential	X	X		
Ability to work on one's own and as part of a team.	Essential	X	X		
Ability to respond to customers of the service in a timely and professional manner.	Essential	X	X		
Ability to negotiate effectively.	Essential	X	X		
Ability to communicate clearly, verbally and in writing.	Essential	X	X		
Ability to liaise with key stakeholders, professionals and agencies.	Essential	X	X		
Ability to analyse and evaluate information and provide reports as required.	Essential	X	X		
Ability to access and maintain a full range of IT, office and web based systems.	Essential	X	X		
Ability to communicate in Welsh.	Desirable	X	X		

2. Attitude & Motivation/Other

Attitude & Motivation	Assessment Method				
	Essential / Desirable	Application Form	Interview	Other (please specify)	Probationary Period
Ability to motivate others.	Essential	X	X		
Ability to handle sensitive information.	Essential	X	X		
Ability to demonstrate drive and initiative.	Essential	X	X		
Ability to work under pressure and flexibly.	Essential	X	X		
Ability to promote sound working relationships with service users, colleagues, key stakeholders and partner agencies.	Essential	X	X		
Ability to demonstrate a commitment to ongoing professional development and training.	Essential	X	X		
Creative, proactive and enthusiastic approach to the role.	Essential	X	X		
Good inter-personal skills, helpful and approachable manner.	Essential	X	X		
Commitment to Equal Opportunities and Ant-Discriminatory Practice.	Essential	X	X		
Aptitude for developing creative systems and approaches to meet the requirements of the role	Desirable	X	X		
Other					
Able to undertake flexible working arrangements which may include some evening and weekend working.	Essential	X	X		

3. Welsh Language Requirements (please select one of the following)	Essential / Desirable	Application Form	Interview	Other (please specify)	Probationary Period
Welsh language skills are desirable (level 0 in all Welsh Language Levels above).	Desirable	X	X		X

	Level 0	Level 1 Entry	Level 2 Foundation	Level 3 Intermediate	Level 4 Advanced	Level 5 Proficiency
Listening/Speaking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading/Understanding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please see "[Welsh Language Skills Guidelines](#)" on the Blaenau Gwent website for further information on the above levels.

4. Special Requirements	Essential / Desirable	Application Form	Interview	Other (please specify)	Probationary Period
Current driving licence and ability to travel as required	Essential	X			

5 Personal Competencies

All competencies are regarded as essential, although it is recognised that some may be achieved over a period of time. All employees are expected to continually develop their competencies in line with the appropriate framework.

In addition to those assessed as part of the recruitment process, competencies will be assessed during the probationary period and afterwards through the Authority's performance coaching scheme.

Assessment Method					
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Topic	Competencies	App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc. (please specify)	Probationary Period/ Performance Coaching
Delivering the service	Plans ahead, organises work in advance				✓
	Involves line manager/colleagues in setting and meeting targets				✓
	Reorganises work when necessary				✓
	Sees tasks through to completion whenever possible				✓
	Seeks help if workload becomes unmanageable				✓
	Uses initiative to report issues that arise that impact on others				✓

Assessment Method					
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Topic	Competencies	App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc. (please specify)	Probationary Period/ Performance Coaching
Improvement & Change	Is prepared to try new things & feedback results				✓
	Understands that changes are needed if things are to be improved				✓
	Finds new and creative ways of doing things better				✓
	Actively seeks to develop own skills and knowledge				✓
	Learns from mistakes & welcomes constructive feedback				✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc. (please specify)	Probationary Period/ Performance Coaching
Providing Excellent Customer Service	Recognises the importance of high standards of customer service				✓
	Is committed to providing an excellent service to all the citizens of Blaenau Gwent				✓
	Understands the links between own professionalism and the possible impact on the Authority's image				✓
	Has a professional attitude that sets an example to colleagues				✓
	Takes pride in own work and that of colleagues				✓
	Is respectful, courteous and helpful at all times				✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc. (please specify)	Probationary Period/ Performance Coaching
Team Working	Reacts constructively to others' suggestions and requests				✓
	Recognises potential value of others' opinions and actively seeks their contributions				✓
	Asks for help when necessary				✓
	Actively seeks to help others				✓
	Is aware of the impact of own behaviour on others				✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc. (please specify)	Probationary Period/ Performance Coaching
Communicating	Adapts content and style to help others understand				✓
	Makes sure that people are regularly informed				✓
	Uses appropriate language, gestures and tone when talking with others				✓
	Checks others have understood & seeks advice when necessary				✓
	Actively seeks to improve all forms of communication with others				✓
	Communicates professionally by using formal channels appropriate to the situation				✓