



JOB DESCRIPTION (JD) AND EMPLOYEE SPECIFICATION (ES)

Standard Template

JOB TITLE:	Safeguarding Partnership Communications and Engagement Officer		
GRADE: JOB CODE:	G7 CHI358COMM7 JE Checked 21/01/2022	SERVICE AREA:	Children's Services (with Adult Services)
REPORTS TO:	Safeguarding Partnership Business Manager	LOCATION:	Walsall Council Premises / Home / Partner agency or community premises
SPECIAL CONDITIONS:	<p>Working outside of standard office hours may be required. There is a requirement to work flexibly at all times with due regard to prevailing workloads and priorities. Attendance at evening and other out-of-hour meetings as required although this is not expected to be regular or routine.</p> <p>Confidentiality to be maintained at all times.</p> <p>As part of general community engagement, post holder may be required to attend public events and activities held outdoors.</p> <p>Required to communicate verbally with customers and provide advice and/or information in accurate spoken English.</p>		

1. Main purpose of the job role:

- To co-ordinate the delivery of Walsall Safeguarding Partnership Engagement Strategy and the partnership Communications Strategy.
- Ensure children, young people and vulnerable adults, as the fourth partner in the Partnership, are suitably engaged, from participation to co-production of relevant safeguarding priorities in Walsall.
- Develop and deliver communications on behalf of the Safeguarding Partnership, to communicate key messages on pressing topics of interest.
- To establish ongoing monitoring, development and evaluation of the Walsall Safeguarding Partnership Engagement Strategy and Communications Strategy to measure impact and report back to the partnership.
- To work in partnership at a strategic level, and in a multi-agency context, with partners including Health, Local Authority, Education, Police, Voluntary Agencies and Private Sector organisations to assist in their contribution to the Safeguarding Partnership's engagement strategy.
- To research and seek opportunities, in relation to engagement and co-production, and explore how these could be used within Walsall Safeguarding Partnership.
- Creative thinking will be at the heart of this role, originating ideas to tell the Safeguarding Partnership's story and creating content for the media, social media, marketing campaigns, for the WSP website and for staff and community engagement.

2. Role specific duties and accountabilities:

- Lead work in co-ordinating engagement with children, young people and vulnerable adults across the Partnership.
- Produce a delivery plan to support the implementation of the Engagement Strategy and Communications Strategy.
- Seek opportunities for the Partnership to engage with a range of stakeholders.
- Co-ordinate data collection on the outcomes of engagement and report this on a regular basis to Operations Group, and/or other groups as appropriate.
- Plan and deliver campaigns and communications on behalf of the Safeguarding Partnership
- Create multimedia content to communicate key messages, raise awareness of the Safeguarding Partnership priorities, support the partnerships communication priorities and engage with staff and organisations across the Borough
- Work with partner communications leads, drafting statements and media releases and follow the partnerships established approval processes.
- Monitor media and social media using a media monitoring tool, sharing coverage summaries with members of the partnership as required.
- Develop engaging content for the partnerships social media account and its website
- Improve service-user involvement in the planning, implementation and evaluation of work delivered by Walsall Safeguarding Partnership.
- Be a representative at community forums and other relevant engagement opportunities on behalf of the Partnership, including those at a regional and national level to ensure awareness of engagement activity.
- Work with relevant professionals to develop a training offer for professionals across the Partnership in order to increase engagement and co-production activity.
- Assist in the delivery of the communication strategy from Walsall Safeguarding Partnership including flyers, leaflets, posters, website and social media communication (twitter) of safeguarding messages.
- Lead on the work plan for the existing Youth Safeguarding Partnership and continue to grow membership and engagement of this group.
- Ensure vulnerable adults are suitably engaged in partnership business, including the involvement of families in case reviews.
- Build relationships with key officers across the Partnership who engage with children, young people and vulnerable adults and work with them to co-ordinate this activity and record impact.
- Regularly review the direction of travel of the engagement strategy and communications strategy to future proof this work stream.
- Evaluate the success of campaigns and communications, capturing this and developing best practice guidelines using this information.
- Collaborate with communication and marketing colleagues from across the Partnership, including the LA, CCG and WMP.
- Plan and deliver PR and marketing events, virtual and face-to-face. Contribute to the evaluation of these events and feed this into future planning.
- Work with Print and Design colleagues to design the production of communication and marketing materials.
- Support the business unit with other key areas of work as project support officer – assist the partnership in delivery of other strategies and themed-based programmes of work as relevant to the post and grade.

3. Corporate duties and accountabilities:

- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.
- Through personal commitment and clear action, the post holder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.



JOB TITLE Safeguarding Partnership Communications and Engagement Officer		GRADE G7	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form=A interview=I both=A/I test = T	WEIGHT CODE shows relative importance Low=1 Medium=2 High=3	
Behaviours: <i>refer to corporate behaviours document</i>			
Professionalism - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	I	3	
Leadership - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	Not Applicable		
Accountability - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	I	3	
Transparency - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	I	3	
Ethical - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	I	3	
Abilities/Skills: (refer to JE guidance document)			
Excellent communication and marketing skills, both written and oral including presentations to a range of audiences with the capability to deal with people at all levels, to facilitate engagement with transformational activity <i>NOTE: The ability to communicate verbally with customers and provide advice and/or information in accurate spoken English is essential for the post..</i>	A/I	3	
Ability to network and develop and maintain good working relationships with partners included in Walsall Safeguarding Partnership. Relates well to others and show confidence and credibility.	A/I	3	
Excellent interpersonal skills and ability to work with others in a team	I	3	
Ability to work independently and on own initiative	A/I	3	
Ability to complete tasks and balance workload, accessing advice when required	A/I	3	
Excellent writing skills across a broad range of areas, including compilation of press releases, internal reports, campaign materials, case studies, newsletters, briefing materials, website and social media content.	A/I	3	
Competency in IT including working knowledge of Word, Excel and PowerPoint	A/I	2	
Uses initiative, is innovative and displays creative thinking. Utilises all forms of communications media to ensure that messages are presented in the most appropriate way.	A/I	3	

Be able to manage confidential and potentially sensitive personal information	A/I	3
Ability to shoot video content and edit material for use on a range of social and digital channels	A/I	2
Evidence of working with new digital communications channels to engage diverse audiences.	A/I	3
The ability to communicate verbally with customers and provide advice and / or information in accurate spoken English	I	3
Knowledge/Experience: specify type, level and qualitative (not quantitative required); if any.		
Experience of working in partnership across multiple agencies such as Health, Education, Police, Local Authority and VCS	A/I	3
Experience of working in a collaborative, outcome-focused way that improves outcomes for individuals and groups	A/I	3
A good working knowledge of national, regional and local policy, procedures and guidance in relation to safeguarding children and adults	A	
Experience of working with service user groups i.e. safeguarding children groups, vulnerable adults	A/I	3
Experience working in the field of marketing and communications and the ability to demonstrate knowledge of a broad range of communications activities - media, websites, publications, marketing, social media and events.	A/I	3
Qualification: Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Level 5 (e.g. DipHE, Foundation Degree, Level 5 NVQ, HND) <i>or equivalent in a relevant subject e.g. Health and social care, community safety, youth work, marketing or equivalent experience</i>	A/I	3
Other Essential Requirements		
An awareness of, and commitment to, equality of opportunity	I	3
Awareness of, and commitment to, confidentiality and handling data	I	3
Willingness to undertake reasonable out-of-hours working that may arise from engagement activities	I	3
Willingness to travel across the borough	I	3
Prepared by:	Sarah Barker	Date: 28/10/21