Grade 8 Job Profile SEND Communications and Engagement Officer

About the role: The purpose of this role is to lead on SEND communications working as required across all channels and disciplines (media, marketing, digital, design, consultation and internal communications) to effectively communicate and engage with a broad range of stakeholders.

You will work closely with SEND services and partners to provide clear, accessible and timely information for children and young people, parent carers, education settings, professionals and wider stakeholders. The role will include supporting engagement activity to ensure communications are informed by audience feedback and insight.

This is what we need you to do...

- Lead the development and delivery of communications plans for SEND improvement and reform priorities, working with the Communications Business Partner, SEND leaders and relevant partners.
- Turn complex SEND policy, service and programme information into clear, accessible and timely communications for children and young people, parent carers, education settings, professionals and partners.
- Plan and support proportionate engagement activity, including workshops, webinars, events, surveys and stakeholder sessions, where this is needed to inform communications or support a specific SEND project.
- Use feedback, audience insight and communications data to improve messaging, channels and campaign activity, and clearly communicate how feedback has informed the council's work.
- Support the development and improvement of SEND information and communication channels, including the Gloucestershire Local Offer, newsletters, bulletins, social media and family-facing resources.
- Make regular recommendations about improving communications channels and then lead on projects to improve the council's communication with key stakeholders.
- Provide support to the wider team during emergencies or crisis situations, including responding to media enquiries, and out of hours working where necessary.
- Providing constructive challenge where needed, to recommend the right communications tools and channels for each campaign or project using evidence and audience insight.
- To develop and deliver engaging content - including photography, audio, video and online material - and ensure it is evaluated effectively as part of campaign delivery.
- As part of a Digital First team, to oversee an area of the GCC website and work with the Digital Engagement Business Adviser to ensure the best possible user experience.

Special Conditions

Under the provisions of the Local Government Housing Act 1999, this post is deemed to be politically restricted.

You will be required to participate in an out of hours communications rota (including responding to social media and urgent media requests)

Occasional evening and weekend working will be required to support engagement activity, events, emergencies or urgent communications.

Travel across Gloucestershire, including attendance at schools, community venues and partnership meetings, may be required.

The ideal candidate will have...

Experience:

- Proven track record in leading on successful campaigns and communications projects specifically digital, media, marketing and internal communications.
- Experience of finding positive solutions to complex stakeholder communications challenges
- Experience of working in a political environment including briefing elected members.
- Experience of mentoring/supervising staff
- Proven experience of the preparation and presentation of sensitive information to the public
- Experience of planning or supporting stakeholder engagement activity as part of a communications campaign, programme or service change.

Behavioural attributes:

- Copes well under pressure
- Ability to build effective strategic relationships at the highest level.
- Politically astute
- Customer focussed
- Emotionally resilient.
- Flexible, creative, self- starter, focused.
- Confident and not afraid to challenge
- Organised and able to meet tight deadlines.
- Able to respond to a changing pattern of demand at work which can be unpredictable and unplanned requiring constant shifts of priority.

- Experience of producing accessible information for a range of audiences, including people who may need complex or technical information presented in a clear and straightforward way.

Knowledge, Skills and Understanding

- The ability to work to challenging deadlines.
- Ability to lead corporate projects.
- Ability to develop productive working relationships with people at all levels.
- Ability to communicate well, both orally and in writing, and advise at all levels of an organisation.
- Ability to persuade and influence at all levels.
- Proficiency in core IT systems/processes e.g. web editing, social media platforms, basic video and image editing tools.
- Skills in writing for the web to improve accessibility and search engine optimisation.
- Ability to turn complex policy, technical and service information into clear, accurate and engaging content.
- Understanding of inclusive and accessible communication and the importance of involving audiences in the development of communications.
- Ability to gather and use feedback, audience insight and performance data to improve communications activity.
- Strong stakeholder engagement and relationship-building skills, with the ability to work effectively with families, professionals and partner organisations.

Education & Qualifications:

Essential

- Educated to degree level or equivalent communications qualification (e.g. CIPR diploma) or equivalent experience.