**SEND Local Offer and implementation Coordinator**

**Scale 4**

**Job Description**

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| **Job Purpose** |
| * To design, prepare, amend, develop, edit and publish pages for the council’s SEND Local Offer, and SEND team internal web pages and education pages on the Telford and Wrekin corporate website. * To support the SEND Project Lead in analysing, preparing and presenting data to the SEND team and partner agencies. |
| **Major Tasks** |
| * Develop guidance and Telford and Wrekin’s Local Offer to help provide information, advice and support relevant to the Code of Practice. * Working as a member of the SEND project team the post holder supports the council's communications, customer services, SEND data requests and web content objectives. * To support the delivery of effective, consistent and innovative Local Offer. * To be responsible for the daily updating of the Local Offer website. * To provide advice and assistance to devolved authors. * Assist in the creation and implementation of websites to enable achievement of government standards in line with corporate aims and objectives. * To liaise with representatives internally and externally to advise on Plain English, house style and writing for the web. To ensure a high standard of web design and common branding. * To receive, analyse and respond to client feedback and requirements. * To provide feedback and advice on Local Offer website use and feedback to the Local Offer task and finish group. * To ensure compliance with statutory and best practice requirements for websites. * To initiate and process a range of correspondence, reports and other documents as required. * Support the SEND Project Lead in providing effective communication to schools, settings, external partners, young people and parent/carers. * Supporting training events and / or conferences. * Supporting SEND Project Lead and SEND Services in understanding the Local Offer and implementing dashboards * Supporting the SEND Quality Implementation Officer and Business Support to provide information send outs to education settings. * Undertaking other duties that may arise or which may be delegated from time to time, appropriate to the grade of the post. |
| **Contacts & Relationships** |
| * Communicating effectively with the public, managers, officers and external agencies and signposting as and when required. * Develop, participate and facilitate in consultation meetings and forums with key stakeholders on new requirements and improvement to the Local Offer. * Service Users, their families and members of the public, to take calls and receive in person, liaising to collect information when appropriate. |
| **Creativity** |
| * The post holder will contribute to the development of creative ways to make the Local Offer more accessible. * The post holder will make a contribution to support creative projects that the project team create, develop and implement across the council. * To liaise with the SEND quality implementation officer to provide *data* reports to the SEND team to assist them in achieving timely Education, Health and Care Plans and Annual reviews. * To respond to all callers and visitors in an appropriate manner, providing excellent customer services. * To provide support to a busy team of staff, prioritising requests and bringing recording / implementation issues to the attention of managers. |
| **Decisions** |
| * To work under pressure and use their own initiative to prioritise work, being prepared to adapt to new processes and systems. * To challenge and promote quality issues to improve the standard of recording, and bring to the attention of a manager where inappropriate data is being recorded or shared. * Under the supervision of the SEND Project Lead, the post holder has to use his/her own initiative in making recommendations to the team. |
| **Management & Supervision** |
| * To be responsible for publishing content across the Local Offer and internal web pages. * To support Apprentices and new members of staff during the course of their induction. |
| **Supervision Received** |
| * Reports to the SEND Project Lead who will set objectives and provide guidance on complex matters where required; * Day to day supervision is minimal and the post-holder is expected to work under own initiative and plan their own programme of work. |
| **Complexity** |
| * Analyse information from a wide variety of sources and agencies. * The post holder will receive requests for advice and support on issues around the Local Offer, data requests and or research into best practice. * To assist in the gathering of information on suitable new media and new technologies to assist the Local Offer in consistently improving. * To adapt to a changing work programme as requested by the SEND project lead. |
| **Resources** |
| * Responsibility for processing personal sensitive information securely. * Maintain and update the use of the ICT System (BSL / Workspace) to ensure they meet the need of the SEND service. |
| **Impact** |
| * Working specifically in line with legislative statutory requirements of the SEND code of practice January 2015. * Ensuring SEND services have clear process and protocols that are creative and clear to support training workshops. |
| **Physical Demands** |
| * A high proportion of the work requirement will involve computer activities such as managing emails, pulling reports, inputting information onto web applications. * The post holder will occasionally have to carry banners and other resources to conferences and / or public events. |
| **Working Environment** |
| * In the main, this post works in the environment equivalent to working in an office in terms of heat, ventilation and lighting; |
| **Emotional Context** |
| * There are potentially emotional aspects to the role, for example hearing about case related issues about safeguarding of vulnerable adults and children. |
| **Other** |
| The post holder will be expected carry out any other duties as are within the scope, spirit and purpose of the job, commensurate with the grade.  The post holder will be expected to actively follow Telford & Wrekin Council policies, including those such as Equal Opportunities, Human Resources, Information Security and Code of Conduct etc.  The post holder will be expected to maintain an awareness and observation of Fire and Health & Safety Regulations. |

**Person Specification**

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| **Criteria** | **Standard** |
| **Qualifications** | * GCSE A\* - C or NVQ Level 2 * Level 2 diploma in IT user skills. |
| **Experience** | Significant experience and a proven track record of:   * Understanding the SEN Code of Practice 2015 * Experience of using Adobe Photoshop~~,~~ google analytics, XML, Arc GIS, SharePoint * Experience of working in the public sector, particularly local government (desirable but not essential). * Designing for the web * Experience of web content management * Ability to work in partnership with technical and non-technical colleagues across the council. |
| **Knowledge** | * A broad understanding of web Content Management Systems (CMS). * An understanding how new media can assist the wider communications mix to achieve excellent results. * A thorough understanding of current, new and developing new technologies. * Knowledge and use of relevant IT systems, such as *JADU CMS, Adobe Photoshop, Adobe After Affects, Google Analytics, XML, Arc GIS, MS SharePoint*, Microsoft Office, BSL and Liquidlodgic. * Understanding of and commitment to the values and ethos of the Co-operative Council. |
| **Skills** | * Strong numerical and research skills and the ability to analyse and explain data, including financial data; * Ability to work flexibly in a fast paced, outcome focused, changing environment. |
| **Personal style & behaviours** | * Demonstrate clear and concise communication skills, appropriate for a variety of audiences. * Ability to present complex and technical issues in Plain English. * Ability to work under pressure and deliver high quality work to deadline. * Ability to work effectively as part of a team and encourage learning, training and development. * Able to work with diverse customer base and audiences. * As a council employee you will be supported and expected to demonstrate the Councils Core Behaviours. Please note that these may be updated from time to time and are available on the Council’s intranet pages. * A commitment to and respect for equalities and diversity. * Be able to adapt and react to changing circumstances |
| **Fluency Duty** | This post has been identified as a customer facing role and therefore the Council is required to fulfil their statutory duty under Part 7 of the Immigration Act 2016. As a public body the Council is obliged to ensure member of staff in such roles are able to have a command of spoken English which is sufficient to enable the effective performance of their role. |

We will ensure, so far as is reasonably practicable, that no disabled applicant is placed at a substantial disadvantage. This person specification includes what we believe are fully justifiable essential selection criteria. Provided that the selection criteria unconnected with the disability are met, we will make ALL reasonable adjustments in order that someone with a disability can undertake the duties involved.

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| **Type of criminal records checks required for this post** | **Ticked as required** |
| None |  |
| Basic Disclosure |  |
| Standard Disclosure |  |
| Enhanced Disclosure | x |
| Working with Adults - Regulated Activity | X |
| Working with Children - Regulated Activity | x |

Information on types of criminal records checks is available at:

<https://www.gov.uk/disclosure-barring-service-check>