

## **Job Profile Information: Marketing Communications and Recruitment Officer**

This supplementary information for Marketing Communications and Recruitment Officer is for guidance and must be used in conjunction with the Job Level 4 Zone 1

### **Camden Way Category 4**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee's contract of employment.**

#### **Role Purpose:**

- 1) To work effectively across two teams – Fostering and Adoption.
- 2) To develop and manage a marketing and communications strategy, aiming to recruit a diverse range of adopters and foster carers.
- 3) To develop marketing plans and campaigns that increase awareness and engagement among Camden and Greater London residents.

- 4) To join cross London partnerships and to look at developing an integrated recruitment campaign in the north London Adoption and Fostering Consortium.
- 5) To project manage information evenings and special recruitment events
- 6) To edit and produce adoption and fostering literature (print and online)

**Example outcomes or objectives that this role will deliver:**

- 1) To develop and implement a marketing strategy for recruitment of adopters and foster carers to meet the needs of Children Looked After by Camden.
- 2) To provide a high quality communications service for Adoption & Fostering with a solid understanding of working with both diverse racial and cultural groups as well as the specialist field of placements.
- 3) To develop and implement a communications strategy, which raises the profile of Adoption and Fostering externally and within the Council in partnership with the Communications Team.

- 4) To ensure the achievement of best value and to benchmark the adoption and fostering communications function against other local authorities to ensure it achieves quality and value for money. To work closely with the department's Communications Team in the provision of the service.
- 5) To work closely with the Press Services when dealing with press enquiries and requests for interviews.
- 6) To commission and place advertising in specialist, local and national press (print and online), bus shelters and a variety of other channels, including targeted Facebook campaigns. This involves copy-writing, sourcing case studies, testimonials, photography and video, briefing the design team, writing press releases, booking advertising and negotiating rates directly with suppliers.
- 7) To devise specific recruitment strategies for children with disabilities, older children and sibling groups. To 'profile' individual children to enable them to find new families. To work closely with the recruitment Senior Practitioners to review and agree future plans.
- 8) To project manage special events, launches, visits, campaigns and other promotional opportunities and initiatives as and when required including evenings and weekends.
- 9) To organise the annual foster carer awards ceremony. This annual campaign requires strong project management and organisational skills, from booking the right venue, managing suppliers and briefing the design team to securing celebrity

speakers, writing press releases and ensuring a smooth flow for the entire evening. The Marketing Communications and Recruitment Officer is expected to liaise with a variety of stakeholders, from social workers and Communications staff to the Director of Children's Services, Elected Members and the Mayor of Camden.

- 10) To co-ordinate Camden's response strategy to local and national recruitment campaigns. To monitor the response and approval of carers in line with Fostering Care standards and Adoption regulations. To provide reports to managers on performance.
- 11) To obtain the most economically effective and efficient ways of promoting the service. To analyse and evaluate impact.
- 12) To involve foster carers and adopters in promotions and events within the recruitment strategy.
- 13) To edit and produce newsletters for the adoption and fostering services.
- 14) To edit and produce short family finding videos for children and adopters.
- 15) To attend meetings as agreed with managers.

### **People Management Responsibilities:**

- *Supervision of fostering recruitment social worker*
- *Managing volunteers and staff at recruitment events*

**Relationships:**

- Staff in Fostering and Adoption Services
- Staff in Communications and Press Office
- Staff in Children, Schools and Families
- North London Fostering and Adoption Consortium and other partnerships
- Relevant external organisations for promoting the service
- Cultural and community groups
- Adopters, foster carers and prospective carers

**Work Environment:**

- Office based but attendance required at meetings across north London and at some recruitment events over evenings and weekends.

**Technical Knowledge and Experience:**

- Marketing and Recruitment knowledge and experience required
- Experience of Valuing Diversity within the community
- Experience of setting up and coordinating events

- Good knowledge Data Protection
- Have knowledge of adoption and fostering legislation/undertake training in this specialist areas

### **Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

- Deliver for the people of Camden
- Work as one team
- Take pride in getting it right
- Find better ways
- Take personal responsibility

For further information on the Camden Way please visit:

<https://www.camden.gov.uk/ccm/navigation/council-and-democracy/about-the-council/jobs-and-careers-in-camden/our-ways-of-working/>