

Job Profile Information: Proud to Care North Website Administrator and Engagement Officer

This supplementary information for *Proud to Care North Website Administrator and Engagement Officer* is for guidance for Job Level 2 Zone 1

Camden Way Category 2

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:

5 Councils (Barnet, Camden, Enfield, Haringey and Islington) are working together to support local residents to access jobs in social care. The role sits in a small high performing team taking forward high profile work across social care and health. The initiative is called "Proud to Care North London" and this role supports two elements in particular.

Example outcomes or objectives that this role will deliver:

Proud to Care North London – overall

- Build successful working relationships with a range of colleagues across adult social care and health organisations to promote awareness and engagement in Proud to Care North London
- Be the technical lead for use of social media and other marketing avenues, work with communication colleagues to promote the value of the Proud to Care North London portal/website and network of ambassadors
- Engage with employers, commissioners, and job seekers to support recruitment activities within social care
- Organising and scheduling Proud to Care project meetings, arranging facilities and locations; taking minutes and actions
- Maintaining project trackers, actions, performance measures, resource schedules and financials trackers

Website element

- Lead the administration and development of the Proud to Care website
- Administration of the job vacancy functions; employer registration; supporting employers with uploading / terminating vacancies; governance administration

- Monitoring inboxes daily responding to enquiries or signposting to a relevant team member
- Developing portal content with marketing and communications colleagues, commissioners, social care providers and workers that promote working in health and social care
- Tracking activity and performance measures to demonstrate progress
- Engaging with social care providers to shape content and use
- Supporting and over time delivering an increase in the number of social care providers using the website and
- Support development of the website infrastructure if / when scope is extended
- Liaison with the Council IT service and the platform host to address issues and support agreed developments of the website

Ambassador network element

- Support the delivery of North London I Care Ambassadors network by liaising with ambassadors, social care employers, training providers, schools and job centres to identify opportunities for ambassadors to talk to job seekers and students; arrange attendance at events and jobs fairs
- Support with administration for organising events, ambassador inductions, surveys and marketing of the network
- Support work experience, volunteering and work taster sessions between job seekers and employers Support the development of a project plan to grow the ambassador network
- Providing ad hoc administrative support as required
- Represent social care by presenting and engaging people about the roles and values of working in social care and how the Proud to Care website can help

Wider team

- Developing project management skills – with training as required
- Beyond the above, there may be the possibility to take forward individual pieces of work within the wider team around workforce and commissioning
- Support the Provider Reference Group, including meeting scheduling and engaging with providers to ensure the group meets their needs

People Management Responsibilities:

None

Relationships;

This Post will report to the Workforce Programme Lead, who in turn reports to the overall ASC Programme Manager. There is also the opportunity to identify a mentor within the team if this supports the candidate's development.

The post will work closely with adult social care and economic development officers from the 5 boroughs, many care providers from across north London and wider stakeholders, such as adult education providers, employment support services and NHS colleagues. Good relationship management with a wide group of people is critical to this role.

Work Environment:

The work environment is in usual times largely office based in 5 Pancras Square with some external meetings, across north London. We have a flexible working policy that enables working from home.

Under current covid restrictions the post is home based and meetings are held remotely. This is likely to continue for a large portion of 2021 at the earliest.

Technical Knowledge and Experience:

- Essential:
 - A relevant level 3 qualification (or equivalent relevant prior experience)
 - Ability to use Microsoft Office IT systems, software packages and social media.
 - Ability to form strong working relationships with a range of external stakeholders
 - Ability to analyse and interpret simple data (not complex statistical analysis)
 - Ability to manage a range of tasks and prioritise workload accordingly.
 - Ability to work flexibly, meeting deadlines whilst understanding the needs, timescales and deadlines of others.
 - A positive attitude towards teamwork and being able to work well with others.
 - Ability to communicate confidently and effectively with a range of stakeholders, both orally and in writing, showing attention to detail.

- Ability to maintain a high standard of reliability and time keeping.
- Experience of working with others
- Experience of organising own workload in a work environment or a social/personal environment.
- Experience of drafting and typing correspondence in a work environment or a social/personal environment.

Desirable

- Ability to use web editing and social media platforms
- Interest in communications and engagement and willing to bring new ideas and developments forwards
- Experience of having worked in a people focused environment.
- Experience of implementing communications plans
- Experience of orally communicating and presenting work to a range of stakeholders
- Experience of analysing data and developing performance reports
- Experience of having effectively maintained records and administrative systems.

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 select the attached [HERE](#)

Chart Structure

Organisational Structure	
ASC Programme Board (5 DASS and senior commissioners)	STP Workforce Board
Programme Lead for Adult Social Care	
Commissioning Lead for Markets	Workforce Programme Manager
Programme Manager Learning Disabilities	Proud to Care Website Administrator & Engagement Officer