

Job Profile Information
Information and Engagement Worker 157

Starting Salary: £30,893 per annum
Job level/Grade: Level 3, Zone 1

This supplementary information for is for guidance and must be used in conjunction with the Job Capsule for Job Level 3 Zone 1

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.

The **Supporting People Directorate** is responsible for the supporting children, young people, adults and families in need to achieve the best possible outcomes. The directorate has a strong focus on intervening early to prevent problems escalating as well as contributing to prevention. Within the directorate, the **Early Intervention and Prevention Division** comprises of the following services: Integrated Early Years Service (IEYS), Integrated Youth Support Service (IYSS), Family Support and Complex families, Special Education and Intensive Intervention Service (SEIIS) and the Education Welfare Service.

The Integrated Early Years Service (Camden Sure Start): The service has an ambitious vision for young children and families in the borough in which **integrated universal and targeted** services are developed and delivered through strong relationships between midwives, health visitors and GPs, early education providers, family support workers, Job Centre Plus, primary schools, voluntary sector organisations and parents. Based on local need, services are delivered from children's centres and across a network of community buildings, in five localities covering the whole of Camden.

Role Purpose

The Information and Engagement Worker works across the borough to promote early years services, to actively engage families in services and to provide information to ensure parents can make informed choices for their child and family:

- Providing information to parents and carers, other council departments and partner agencies,
 - Undertaking outreach and engagement work with parents, particularly those facing barriers to accessing services and at most risk of poor outcomes
 - Supporting parents to influence service delivery and take up community leadership roles.
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- To provide information about the full range of early years services, including early education and childcare and children's centre services to parents and carers of children from pregnancy to 5 years, service providers and partner agencies. This includes answering enquires received via the Family Information Service (FIS) including those requiring specific in-depth information relating to childcare options.
 - To manage the relationship between IEYS with Camden contact centre, to maintain and develop the Family Information Service childcare database and childcare provider on-line module.
 - To undertake outreach and engagement work with parents, including home visits.
 - To work with volunteers, in order to maximise participation and sustained engagement of families with children from pregnancy to 5 years in local services, especially those from vulnerable groups.
 - To support parents to influence service delivery through meaningful consultation and promote opportunities for parents to participate in activities which promote active citizenship and community leadership and resilience.

Example outcomes or objectives that this role will deliver:

- Provide and distribute up to date information about all aspects of early years services to parents and carers, service providers, partner agencies and Camden contact centre both individually and at information events
- Answer specific in-depth queries from parents, carers, service providers and partner agencies, including those received via the Camden contact centre.
- Maintain, develop and update the Family Information Service childcare database and the childcare provider on–line module.
- Contribute to the production of publicity, website and other information in line with the Integrated Early Years Service branding and Camden policies.
- Build highly effective partnerships and sustain relationships, with a wide range colleagues and partners, including schools, voluntary sector organisations, PVI settings, health services, GPs and Jobcentre plus, ensuring that all services working with families with young children have up to date knowledge and information to inform, promote, signpost and refer to early years services.
- Deliver targeted outreach, including home visits and community engagement activities for parents with young children, including fathers. To ensure that these activities are planned effectively, targeted and undertaken in accordance with relevant national and local strategies and in response to local data analysis of need and demand.
- Work with parents and carers and service providers:
 - To support access and achieve sustained engagement in services, particularly for families with an identified need.
 - To enable parents to influence the development and delivery of early years services, supporting their representation on strategic groups
- Organise and coordinate a variety of activities, including on-line and face-to face approaches, to enable parents to influence service design and delivery e.g. focus groups, parents’ meetings, parent surveys and parent forums .
- Deliver training and information sessions for staff and service providers.
- Supervise and support volunteers engaged in providing information and engagement support to parents, working closely with the Volunteer Co-ordinator (Integrated Early Years Service).

Budget Management

There is no budget management responsibility.

People Management Responsibilities

There is no direct management responsibility for staff. There is some supervision of volunteers.

Relationships

The Information and Engagement Worker has a role in developing and maintaining a wide range of internal and external relationships and partnerships to ensure that parents and partners are able to access information about the range of services available to families with children from pregnancy to age 5 years, e.g:

- Parents and carers
- IEYS staff and managers
- Health services e.g. GPs, midwifery, health visiting
- Job centre plus
- Voluntary and community sector organisations
- Nursery and primary schools
- PVI settings
- Other Council services e.g. public health, housing, CSSW and libraries

Work Environment:

The Information and Engagement Worker is based in a designated children centre but is required to travel and work across the 5 children's centres, as well as working from a range of buildings such as nurseries, health centres and community centres as necessary.

Technical Knowledge, Experience and Qualifications

Essential:

- Experience of working in early years services, including direct contact with families
- Experience of developing and sustaining partnerships e.g. through delivery of information sessions in a community base

Desirable:

N/A

Experience, Skills and Knowledge

- Knowledge of the factors affecting child and family outcomes and the building blocks for improved education and health outcomes
- Knowledge of the barriers experienced by disadvantaged families in accessing services
- Knowledge of the Childcare Act 2006, other relevant legislation, policy, research evidence, frameworks and guidance relating to childcare and early education provision and the early years e.g. The First 1001 Days, EYFS, Ofsted framework for early years, early intervention and prevention principles and best practice
- Knowledge of the role of early years services in improving outcomes for children, of the range of services available to families with children 0 – 5 years and of the range of early education and childcare options available for families with young children
- Knowledge and understanding of child development in the early years
- Knowledge of safeguarding and child protection policy, procedures and practice
- Knowledge of Health and Safety policy and procedures for service users, visitors, staff and volunteers
- Highly effective communication skills, both written and spoken, with the ability to build successful, positive relationships with parents and others, using inclusive, respectful and non-judgemental approaches
- Experience of working with families with children 0 - 5 years in a community setting (paid and/or voluntary capacity)
- Experience of working within a multi-cultural environment
- Experience of organising and facilitating meetings, training and events for parents and staff
- Experience of contributing to management reports and of using data to identify and respond to need and to plan and evaluate service development
- Experience of working independently and effectively prioritising work to achieve agreed outcomes.
- Experience of contributing to publicity and web-based materials and information
- Experience of providing accurate records, report writing and proof-reading written material
- Ability to use IT systems, social media and web based information effectively with the ability to learn new systems with training and support
- Ability to implement safeguarding and child protection procedures
- Good numerical skills with ability to work accurately with numerical information

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: <http://www.togetherwearecamden.com/pages/discover-jobs-and-careers-in-camden/working-for-camden/>

Structure Chart

