

Job Profile Information and Engagement Worker

Job Title: Information and Engagement Worker

Job Grade: Level 3, Zone 1

Salary Range: £31,434 - £36,110

About Camden

'Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because, we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all.

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.

About the role

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. The role involves providing information to parents and carers, other council departments and partner agencies. By undertaking outreach and engagement work with parents, particularly those facing barriers to accessing services and at most risk of poor outcomes, the role supports parents to influence service delivery and take up community leadership roles.

- 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).

About you

- We would like all candidates to have experience of working in early years services, including direct contact with families and to have been involved in developing and sustaining partnerships e.g. through delivery of information sessions in a community base
- You will have a good knowledge of the factors affecting child and family outcomes and the building blocks for improved education and health outcomes and the barriers experienced by disadvantaged families in accessing services
- You will have a good 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 and safeguarding and child protection policy, and Health and Safety policies, procedures and practice and be able to implement these procedures.
- You will have a good knowledge and understanding of child development in early years and 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
- You will need 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
- You will need experience of organising and facilitating meetings, training and events for parents and staff and working within a multi-cultural environment, where you are able to work independently and effectively prioritising work to achieve agreed outcomes
- You will have experience in contributing to management reports and of using data to identify and respond to need and to plan and evaluate service development, as well as contributing to publicity and web-based materials and information
- You will have experience of providing accurate records, report writing and proof-reading written material, with the ability to use IT systems, social media and web based information effectively. You will be able to learn new systems with training and support and demonstrate good numerical skills with ability to work accurately with numerical information

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.

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

Over to you

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk

Is this role Politically Restricted?

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

Diversity & Inclusion

We want Camden Council to be a great place to work and to ensure that our communities are represented across our workforce. A vital part of this is ensuring we are a truly inclusive organisation that encourages diversity in all respects, including diversity of thinking. We particularly welcome applications from Black, Asian and those of Other Ethnicities, LGBT+, disabled and neurodiverse communities to make a real difference to our residents so that equalities and justice remains at the heart of everything we do. Click [Diversity and Inclusion](#) for more information on our commitment.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG