

Job Description

Position Details

Position:	Career Promotion Officer
Directorate:	Corporate Services
Service:	Workforce Development
Position no:	BG16489
Grade:	6
Hours of work:	37
Work style:	Agile Worker
DBS required:	None
Contact:	Cheri.Jones@blaenau-gwent.gov.uk
Date:	04.09.2025

Politically Restricted? ☐ Yes* ☒ No

* The position is politically restricted within the provisions of the Local Government and Housing Act 1989 as prescribed in the Local Government Officers (Political Restrictions) Regulations 1990

About the Position

Reporting to: The Workforce Development Manager

Responsible for: To lead on the promotion of careers across the Social Care Sector and support in the facilitation of recruitment/retention and marketing campaigns.

As part of the service, contribute to the delivery and assurance that statutory obligations regarding training, qualification, and professional body and council registration are met.

Principal Accountabilities

1. To lead and facilitate the promotion of careers in social care in partnership nationally, regionally and locally.
2. To establish and work in partnership with key stakeholders such as Social Care Wales, education and learning providers, other local authorities etc to promote career pathways and jobs in social care.
3. To develop and coordinate careers resources in line with key strategies and plans to include the Workforce Development Digital and Customer Strategies.
4. To work in partnership and take a lead role for Blaenau Gwent County Borough Council in facilitating recruitment campaigns and where required provide project management.

5. To develop annual plans for promotion and marketing of careers and job opportunities in social care working with senior managers in Social Services to include targeted campaigns. This to include progress reporting and annual position and results reporting.
6. To work in partnership with the Workforce Development Service , Organisational Development Service and corporate communications to deliver plans/marketing and promotion to improve recruitment.
7. To actively contribute to the Social Services Directorate Workforce Plan.
8. To take a lead role as a spokesperson in promoting careers and jobs at education providers/schools/jobs fairs etc.
9. To act as the contact and representative in national and regional initiatives and campaigns on promoting the sector and careers.
10. To contribute to the development of modern interviewing and selection approaches that promote the authority as the place to work irrespective of job offer.
11. Research techniques to improve application and retention rates.
12. Research and develop initiatives to attract candidates to careers in social care.
13. Create partnerships, collaborations and joint working with other public sector organisations, the third sector and private organisations to maximise the benefits of working with others (e.g. local authorities, health boards, higher education institutes, training and qualification providers, community organisations and groups).
14. Respond to legal, technical, and environmental changes that impact upon the recruitment and attractiveness of social care as a career.
15. Contribute towards the monitoring and review of the strategic direction of the service and the service delivery model.
16. Manage any budget assigned for the delivery of promotion and marketing.

General Accountabilities

1. To comply with the Council's Policy Statement on Health, Safety and Welfare at Work.
2. To positively promote the Council's Strategic Equality Plan and ensure commitment to anti-discriminatory practice.
3. To demonstrate a commitment to ongoing personal development.
4. To adhere to data protection principles whilst undertaking your duties.
5. To be responsible for undertaking your duties in a way that safeguards and promotes the welfare of children, young people and adults at risk. You must bring issues of concern regarding the safety and welfare of children, young people and adults at risk to the attention of the Safeguarding Officer in your service as soon as you become aware of them.
6. Undertake other duties that may be required of you, commensurate of your grade or general level of responsibility within the organisation.

This job description sets out the main responsibilities of the position at the date it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility.

Person Specification

Requirements	Essential (E) / Desirable (D)	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Qualifications		
CIPD (Chartered Institute of People and Development)/ Communication/Marketing/Leadership/Recruitment & Employment/Project Management Certificate Level equivalent to Level 4/5 or Degree.	E	A
Experience		
Creative authoring tools, design, creation, and presentation	E	A/P
Recruitment/career marketing	D	A
Project Management	D	A
Knowledge / Skills		
Advanced IT competence – to include use of social media platforms	E	A/P
Information presentation, verbally, in writing, and graphically	E	A/P
Reporting information and making recommendations to management through writing	E	A/I
Research and development skills	E	A/I
Analysis, interpretation, and evaluation techniques skills	E	A/I
Political awareness and application	E	A/I
Experience in joint working/collaboration and working in partnership	E	A/I
Sector awareness	E	P
A working knowledge of the social care sector and health	D	A
Presenting to and facilitation of groups	D	A
Coaching skills	D	A
Personal Attributes		
Creative and innovative	E	P
Tactful and diplomatic	E	A/I
Customer focused	E	A/I
Commercially aware	E	A/I
Presents a professional self	E	P
Motivates through communication face to face and virtually	E	P
Enthusiastic and with a positive outlook	E	P
Special Working Conditions / Requirements		
Access to transport, or driver, for travel throughout the region and nationally.	E	A

Minimum Welsh Language Skill Requirements	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Welsh Language Skills Level 0. Level 1-5 is desirable. Training is optional.	A
Welsh Language Skills Level 1 Entry / Courtesy (as a minimum) are desirable and need to be learnt when appointed. Training required: "Welcome Part 1 & 2" (10 hours in total)	A
Welsh Language Skills Level 1 Entry / Courtesy (as a minimum) are essential. Training required: "Welcome Part 1 & 2" and "Welcome Back Part 1 & 2" (20 hours in total).	A

For further information on the above please refer to the [Welsh Language Skills Guidelines](#)

Welsh language skills requirements beyond the minimum stated above e.g. fluent speaker / proficient writer will be outlined within the person specification under qualifications and skills.

Personal Competencies

All competencies are regarded as essential, although it is recognised that some may be achieved over a period of time. All employees are expected to continually develop their competencies in line with the appropriate framework. In addition to those assessed as part of the recruitment process, competencies will be assessed during the probationary period and through the Council's performance coaching scheme.

Competencies – Delivering the Service	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Plans ahead, organises work in advance	PP
Involves line manager / colleagues in setting and meeting targets	PP
Reorganises work when necessary	PP
Sees tasks through to completion whenever possible	PP
Seeks help if workload becomes unmanageable	PP
Uses initiative to report issues that arise that impact on others	PP

Competencies – Improvement and Change	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Is prepared to try new things & feedback results	PP
Understands that changes are needed if things are to be improved	PP
Finds new and creative ways of doing things better	PP
Actively seeks to develop own skills and knowledge	PP
Learns from mistakes & welcomes constructive feedback	PP

Competencies – Providing Excellent Customer Service	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Recognises the importance of high standards of customer service	PP
Is committed to providing an excellent service to all the citizens of Blaenau Gwent	PP
Understands the links between own professionalism and the possible impact on the Authority's image	PP
Has a professional attitude that sets an example to colleagues	PP
Takes pride in own work and that of colleagues	PP
Is respectful, courteous and helpful at all times	PP

Competencies – Team working	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Reacts constructively to others' suggestions and requests	PP
Recognises potential value of others' opinions and actively seeks their contributions	PP
Asks for help when necessary	PP
Actively seeks to help others	PP
Is aware of the impact of own behaviour on others	PP

Competencies – Communicating	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Adapts content and style to help others understand	PP
Makes sure that people are regularly informed	PP
Uses appropriate language, gestures and tone when talking with others	PP
Checks others have understood & seeks advice when necessary	PP
Actively seeks to improve all forms of communication with others	PP
Communicates professionally by using formal channels appropriate to the situation	PP

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