

Job Description

Position Details

Position:	Family Information Services Support Officer
Directorate:	Children, Young People and Families
Service:	Flying Start
Position no:	New Post
Grade:	4
Hours of work:	37
Work style:	Service Based Worker – Blaina ICC and Flying Start Hubs
DBS required:	Enhanced Disclosure with Child Barred List
Contact:	Martine Redfern
Date:	01.10.25

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: Childcare Strategy Team Leader

The Family Information Service Support Officer will support all activities of the Family Support Hub, ensuring an effective service is provided to parents/carers children, young people and professionals, responsive to the needs of the public and providing the highest quality of service and customer care. The post holder will ensure The Family Support Hub actively promoted, using high quality digital resources and in person at various events, is well used and is a central hub for information and support.

Principal Accountabilities

1. Establish and maintain a number of regular information points for parents, carers children, young people and professionals, through consultation with a range of services e.g. colleagues, , Flying Start, Families First, Health, childcare providers and other employers, Job Centre Plus and other Family Support services) responsive to the needs of the public and providing the highest quality of service and customer care.
2. Support the development and implementation of the Family Support Hub Operational Plan, paying particular attention to the marketing strategy, playing a key role in creating, producing and managing social media output and website content, and in developing new digital resources, ensuring appropriate guidelines for branding/logos and corporate design principles are followed.

3. To respond to enquiries received through the Family Support Hub helpline, website, social media and to ensure enquirers are supported with the right information at the right time and sign-posted to other relevant services where appropriate.
4. To support and represent the service at outreach activities and events, making events bookable online, creating attractive marketing materials and offering creative engagement opportunities.
5. To assist in maintaining Family Support Hub records that store detailed, current information on early years, childcare, play, family support and other child and family related services and activities.
6. To promote and support local early years, childcare and play workforce development activities in line with team activity.
7. To contribute towards the annual Childcare Sufficiency Assessment process through the gathering of information and consulting with parents/carers, children and young people, employers and childcare providers and other appropriate stakeholders.
8. To work within the Family Support Hub and across public, private and voluntary sector agencies and networks to share information and good practice.
9. To assist with monitoring and evaluating the effectiveness of the service, including collecting and presenting performance data in suitable formats.
10. To keep up to date on legislation, initiatives and current issues that may affect the childcare sector locally and nationally.
11. To represent the Family Information Service at appropriate meetings by agreement with the Family Information Service Officer and Childcare Strategy Team Leader
12. To ensure that all duties are carried out in line with the Welsh Governments minimum standards for Family Information Services as outlined in schedule 2 of the Childcare Act 2006.

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		
Good educational attainments and possession of NVQ III in Business Administration or equivalent relevant qualification (to include Key Skills Level 2 in Number and Language)	Essential	A
5 GCSE's including English and Maths A-C or 9-4 grades	Essential	A
Other IT qualifications to support digital systems and design, e.g. ECDL or equivalent	Desirable	A
NVQ 4 Advice and Guidance	Desirable	A
Experience		
Substantial IT experience including Microsoft applications and social media applications	Essential	A, I, PP
Proven experience working in a busy office environment or customer service environment.	Essential	A, I, PP
Working experience of producing written content for traditional and online media	Desirable	A, I, PP
Experience in managing online and social media content	Desirable	A, I, PP
Experience of working with public, private or voluntary sector organisations	Essential	A, I
Experience of actively engaging with service-users via the use of social media and the internet	Desirable	A, I, PP
Knowledge / Skills		
Ability to communicate effectively orally and produce clear and high-quality written work for internal and external stakeholders.	Essential	A, I, PP
An understanding of the Childcare Sector including local and national child and family related initiatives and legislation. i.e. Data protection Act	Desirable	A, I, PP
Ability to work in an appropriate, sensitive manner maintaining confidentiality and impartiality. Courteous and responsive to the needs of individuals.	Essential	I, PP
Ability to manage and prioritise workload with excellent organisational skills and the ability to work to tight deadlines.	Essential	A, I, PP
Proficiency in the use of Microsoft Office packages	Essential	A, PP
Proficiency in the use of design packages like Adobe Creative Suite, InDesign, Illustrator and photoshop	Desirable	A, I, PP
Knowledge and understanding of the Family Information Service, Flying Start and Family First Programmes and other Early Years services	Desirable	A, I, PP
Personal Attributes		
Ability to work on one's own initiative individually and collaboratively as part of a team	Essential	A, PP
Attention to detail and a highly accurate approach	Essential	I, PP
A Creative ability in both writing and graphics	Desirable	A, PP

Special Working Conditions / Requirements		
Full driving licence and access to a car for work purposes	Essential	A, PP
Flexibility to work evenings/weekends as required	Essential	A, PP

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, PP
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)	PP
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).	PP

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 – Communicating the Vision	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Translates the vision into operational objectives	PP
Develops long term objectives and strategies for own service area to achieve the vision	PP
Proactively promotes the vision to others	PP
Ensures others understand how their role contributes to achieving the vision	PP

Competencies – Facilitating High Performance and Results	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Is committed to continually improving performance of self and others	I, PP
Sets ambitious performance targets and priorities for self and others	I, PP
Gives regular, constructive feedback on team/individual performance	PP
Motivates others to achieve and improve performance	PP
Recognises and celebrates success	PP
Challenges poor performance appropriately	PP
Seeks learning opportunities from results	PP

Competencies – Maximising Potential	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Encourages and develops personal accountability in others	PP
Encourages others to think for themselves	PP
Promotes risk-taking and supports appropriately	PP
Develops the skills, experience, and ambition of others at all levels to enhance flexibility of services	PP
Promotes development in self and others	PP
Supports and trains others in own areas of expertise	PP

Competencies – Communicating	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Promotes a culture of open communication	PP
Communicates effectively, using a variety of styles, with a broad range of people	A, I, PP
Creates and develops networking opportunities to influence	PP
Actively listens and respects others' points of view	PP
Checks own and others' understanding	PP

Competencies – Making Informed Decisions	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Considers implications of proposed decisions	PP
Ensures decisions link to continually improving performance	PP
Understands problem solving is part of the improvement process	PP
Has the confidence to make ambitious, difficult, or unpopular decisions	PP
Is able to justify and explain decisions	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	I, PP
Understands that changes are needed if things are to be improved	I, 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	A, I, 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	A, I, PP

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