



Job Description

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.

Post Details	
Job Title	Fostering Recruitment and Marketing Specialist
Service	Children's Services - Social Care and Early Help
Team	Family Placement Team – Recruitment and Assessment
Location	Shute End (office based)
Reports to	Recruitment and Assessment Assistant Team Manager
Worker Style	Hybrid - Remote working with attendance at Council offices as and when required Community - Work is based in the community and at Council offices, with less frequent time at home
Responsible for	N/A
Grade	8
Contract Type	12 months fixed term contract

Main Accountabilities	
1.	Lead the fostering recruitment process, including initial visits, early-stage suitability assessments, and professional recommendations for applicant progression
2.	Plan and deliver local marketing activity, manage social media and website content, and build partnerships with agencies and community organisations to widen recruitment reach. Working closely with the Local Authority Southeast Hub (LAFSE) on recruitment and marketing strategies and planning.
3.	Create and maintain spreadsheets to track enquiries, monitor recruitment trends and evaluate campaign performance.
4.	Organise and facilitate information events, Skills to Foster sessions, and community outreach activities to engage prospective carers. This will require a commitment to work on weekends to attend community events, fairs and other outreach activities to promote fostering opportunities.
5.	Provide social work insight, safeguarding awareness, and analytical skills throughout the recruitment journey to support high quality foster carer approval.





6.	Lead on the end to end foster carer recruitment, ensuring 24 hour initial contact, follow up communication and timely initial visits to contribute to an effective enquiry process.
7.	Confident IT skills, an ability to use spreadsheets, data tracking tools, social media and other digital platforms
8.	Strong communication skills both verbally and written to be able to work effectively via telephone, face to face and within creative and effective marketing strategies.
9.	Ability to work creatively, independently and collaboratively as a team.

Person Specification	Essential	Desirable
Education/Qualifications	Relevant qualifications or equivalent experience in specialist area	
	Evidence of personal and professional development	
Experience	Previous experience in a social care, health care or education working environment.	
		Client group experience in a relevant setting.
		Experience of multi-disciplinary working.
Skills/Knowledge	Good working knowledge of the relevant statutory and regulatory framework and of an appropriate range of professional interventions.	
		Critical awareness of current issues and new evidenced-based practice research.
	Effective IT skills to make optimum use of available communication media to disseminate information and maintain computer based records. Critical reflection and analysis. Investigation and assessment skills.	
	Problem solving skills and ability to deal with sensitive issues, manage conflicting views and expectations and cope with unpredictable issues and behaviour.	
	Good interpersonal and communication skills, including face-to-face communication and written work.	





	Ability to work alone and unsupervised at times, yet also work effectively as part of a team.	
--	-----------------------------------------------------------------------------------------------	--

Purpose Details

Service Purpose	The Family Placement Team is responsible for recruitment, support and supervision of foster carers; for identifying and making suitable placements. As a Recruitment and Marketing Specialist, you will contribute to recruiting, assessing and supporting prospective foster carers using both professional judgement and innovative marketing approaches. You will need to have good report writing and communication skills.
Role Purpose	To champion and assist in the marketing, recruitment and retention of Foster Carers
Corporate Parenting	You will champion the principles of corporate parenting by embedding its ethos in all aspects of service delivery, ensuring decisions and actions consistently reflect the responsibility to act as a corporate parent to children in care and care leavers, and actively contribute to shaping and implementing the wider corporate parenting strategy.

Supervision and Relationships

Supervision Received	Supervision will be given by the ATM of the Recruitment and Assessment Team
Supervision Given	N/A
Contacts	Key internal contacts are members of the Family Placement Team

Resources/Budget Management

--

Special Requirements





Ability to move equipment for recruitment stands as needed with support
 Driving license and access to a car daily
 Willingness and flexibility to undertake a range of roles across children's social work as part of the job rotation system.
 Flexibility in working hours including some availability to work outside normal office hours.

 Able to work with degrees of risk, change and conflict, to identify personal stress levels, and to seek advice and support, when necessary, within or outside of formal supervision.

 Ability to undertake lone working in a range of settings including clients' own homes.
 Ability to travel to a variety of locations.

Occupational Health Risk Assessment	Details
Skin/Respiratory Sensitisers	No
Working at Height	No
Exposure to Noise (>80-85dB)	No
Confined Spaces	No
Frequent Display Screen Equipment Use	No
Driving for Work	No
Hand Arm Vibration	No
Lone Working	Yes
Healthcare/Social Contact with Patients	No
Blood Borne Viruses Exposure	No
Food Handling	No
Working with Animals	No
Specialised Medical Screening	No
Night Working	No
Safety Critical Work	No

Nature of the Role	Details
Healthcare or Hospital Work	No
Working with Children (under 18)	Yes
Working with Elderly/Vulnerable Adults	No





Work Environment Details	Shute End/Community
--------------------------	---------------------

Role Involvement	Details
Working with Children	Yes
Working with Vulnerable Adults	Yes
Both of the Above	Yes
Providing Care/Supervision for Children	Yes
Providing Care/Supervision for Vulnerable Adults	No
Both of the Above	No
None of the Above	N/A

Disclosure and Barring Service (DBS)	Details
DBS Requirement	Enhanced
Eligibility Tool	Find out which DBS check is right for your employee - GOV.UK (Find out which DBS check is right for your employee - GOV.UK)

Re-checks
<Details of required regular checks in line with regulations.>

Evaluation Declaration	
Date of Evaluation:	<DD/MM/YYYY>
Evaluated by:	<Name, job title>

