CYNGOR SIR *POWYS* COUNTY COUNCIL

JOB DESCRIPTION

This position is a possible secondment opportunity for internal applicants. Candidates should obtain their line manager's permission before applying for a secondment

Position Title: **Shared Lives Recruitment Officer**

Position Number: **ADU7359**

JE Code: **ASC156**

Service: **Shared Lives Powys, Adult Services**

Location/Work Base: **Countywide**

this is an on-the-go based worker position, which means that whilst the post holder will be required to attend a specific base of work they will work across the county at various locations for the majority of their time

Grade: **Grade 6**
Point 11 to Point 14
£29,071 to £30,515 per annum pro rata
£15.06 to £15.81 per hour

Contracted hours: **30 hours, Fixed term until 27/08/2027**

Reporting to: **Shared Lives Scheme Manager**

Responsible for: **None**

Summary

About the role:

If you are a highly motivated and creative thinker and want to be a part of an expanding and inspiring team, we want to hear from you!
An exciting opportunity has arisen for a Recruitment Officer in Powys County Council Shared Lives team. In this role, you will be required to contribute to the development and implementation of a comprehensive marketing strategy, building the profile of Powys County Council Shared Lives Scheme.
Together, we will inspire people to take their first steps to become a Shared Lives carer in Powys and help us achieve our aims to grow our community of Shared Lives carers to meet the needs and outcomes of adults with support needs. You will help shape the reputation, growth and sustainability of Shared Lives Powys, making a meaningful difference to adults.

About you:

- The postholder must have required skills in marketing, communications or recruitment within a community or public-facing environment.
- Skills and confidence in digital and written content for a range of audiences and platforms.
- Good organisational skills, IT skills - communication skills both orally and in writing
- Ability to build positive relationships with colleagues, public, partner agencies and community organisations
- Ability to work flexibly and manage their workload.
- A creative, proactive and solutions-focused approach to engaging potential Shared Lives carers.
- Enthusiasm for promoting the Shared Lives model and passionate about Shared Lives and its values.

What you will do:

- Work under the direction of the Shared Lives Scheme Manager to support the development, implementation and review of the Shared Lives Recruitment Strategy, drawing on data trends, local need, and successful practices.
- To plan and support targeted recruitment campaigns, attending events, community locations and online engagement opportunities across Powys.
- Promote the Shared Lives model by building positive working relationships with colleagues, corporate partners and community organisations.
- To contribute to a strong safeguarding culture
- Work with colleagues to understand current and future demand and ensure recruitment reflects the needs of Shared Lives.

If you have any questions about the role, please contact: Billie Brewer
Shared Lives Scheme Manager
billie.brewer@powys.gov.uk

Your responsibilities will be:

1. Deliver day-to-day recruitment activities, including digital engagement, social media management, and the creation of accessible promotional content. Manage Shared Lives Powys' social media presence, digital campaigns, and marketing materials, ensuring all content is engaging, accessible, and compliant with Welsh language and digital accessibility standards
2. Coordinate marketing activity with Corporate Communications to ensure consistent branding and effective messaging, and to design, develop, and deliver accessible marketing materials, events, and campaigns that attract and engage prospective Shared Lives carers.
3. Produce high quality, engaging and audience focused content for web, social media, press releases, case studies, good news stories and recruitment materials, including review of resources such as the Carer Hub and eBooks.

4. Plan and deliver targeted recruitment campaigns, such as attending local events, community locations and online engagement opportunities to promote Shared Lives across Powys.
5. Work closely with corporate and external partners, including Communications, Fostering and Shared Lives Plus, to coordinate recruitment activities, events and campaigns
6. Carry out market research to monitor trends and identify opportunities to promote Shared Lives within Powys Council and across local communities.
7. Contribute to the development, implementation and review of Shared Lives Recruitment Strategy, drawing on data trends, local need and successful practices, and ensuring marketing materials, events and campaigns effectively attract and engage prospective Shared Lives carers to maintain a sustainable supply of Shared Lives carers.
8.Use recruitment analytics, enquiry tracking and demand/supply data to guide recruitment priorities, measuring and reporting on campaign performance, recruitment progress, carer availability and the effectiveness of the recruitment strategy.
9. Respond promptly to initial enquiries from the public, providing accurate information and supporting a positive recruitment experience. Undertake early communication and initiate statutory checks, such as DBS and references for prospective Shared Lives carers.
10.Work in line with legislative and regulatory requirements for a registered service, including RISCA 2016 and the Adult Placement Services (Wales) Regulations 2019 and report any concerns promptly in accordance with statutory framework and policies.
11.To contribute to a strong safeguarding culture by understanding and complying with safeguarding legislative requirements, including fulfilling the duty to report in accordance with current legislation and procedures.
12.To be an active and supportive team member working alongside colleagues in Adult Social Care.

DBS:

Because of the nature of the work involved, the post you are applying for is covered by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013) - This position has a requirement for an Enhanced DBS Check, this position is classed as regulated activity under the Safeguarding of Vulnerable Groups Act 2006 as amended by the Protection of Freedoms Act 2012 and will be subject to a check to the list of those people barred from working with adults at risk.

If the role has access to government databases a BPSS check may be required - Because of the nature of the work involved, the post you are applying for is covered by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013) - This position may have a requirement for a Baseline Personnel Security check (BPSS).

Health and Safety Statement:

To co-operate with their employer and follow health and safety advice and instructions

Equalities Statement:

To abide by the principles and practice of equality of opportunity as laid down in the Council's Equalities Policy

Welsh Language Requirement:

Welsh language skills are desirable

NOTE;

Notwithstanding the detail in this job description, the job holder will undertake such work as may be determined by the Manager from time to time, up to or at a level consistent with the 'Principal Responsibilities of the Job'.

PERSON SPECIFICATION

Do you think you're the right person for the role? Then, demonstrate you meet the following criteria in your application.

Experience

Essential

- Previous experience within marketing, public relations or recruitment environment.

Desirable

- Experience within social care, Shared Lives, or a related setting.
- Experience of recruitment/publicity events, conferences or campaigns

Knowledge

Essential

- Knowledge of information management and data tracking.
- Understanding of recruitment and marketing principles.

Desirable

- Relevant knowledge of the Regulation and Inspection of Social Care (Wales) Act (RISCA) 2016, the Adult Placement (Wales) 2019 Regulations, and the Social Care Wales Code of Practice.
- Knowledge of safeguarding

Qualifications and Training

Essential

- Educated to A Level standard or equivalent professional qualification
- Degree or QCF/Higher National Diploma in marketing, communications, public relations or personnel qualification or equivalent relevant experience.
- Commitment to undertaking any qualification relevant to this post as defined in the Powys Social Services Qualification Framework

Desirable

- QCF Level 3 or above in Health and Social Care or Adult Placement

Personal Qualities

Essential

- Commitment to excellent customer service.
- To be prepared to work outside normal hours
- Willingness to undertake further training & development

Skills

Essential

- Excellent communication and inter-personal skills with other professionals including Social Workers, Shared Lives Carers, other professional bodies and members of the public
- Excellent IT skills
- Creative, proactive and solution-focused approach.
- Reliable, flexible and self-motivated.
- Able to work independently and as part of a team
- Creating and engaging social media content
- Digital skills including office 365, Canva
- Ability to maintain accurate written and computer records
- Analytical skills
- Ability to meet deadlines and targets
- Ability to implement and work to a recruitment strategy

Desirable

- Ability to communicate in Welsh, commitment to learn basic level Welsh Language
- Experience in digital marking and digital accessibility
- Video editing (desirable)

Other Requirements

Essential

- Current driving licence and the ability to travel around the County.

- The postholder will be expected to undertake flexible working arrangements that may include weekends and evenings.

Recruiting manager: Billie Brewer
Date: March 2026

Our values:

Professional
Whatever role we play in the council, we act with professionalism and integrity

Positive
We take a positive attitude in all we do

Progressive
We take a proactive and responsible approach to planning for the future

Open
We keep each other informed, share knowledge and act with honesty and integrity

Collaborative
We work constructively and willingly on joint initiatives

How to apply

You will need to complete the online application, it's simple, just follow the process step by step.

Top tips:

- Read the Job Description and Person Specification carefully and evidence that you meet all of the essential criteria in your supporting statement.
- Sell yourself and where possible give examples
- List your qualifications that are relevant for the position, as detailed in the person specification.
- Ensure one of your referees is from your most recent employer or if this is your first job why not ask a school teacher or tutor, just ensure you know them at a professional level.
- Be honest Tell us about any gaps in your employment history
- Complete the application in full

Next steps

The closing date for applications is 25/11/2026
Once submitted we will email you to let you know we've received your application.
We will be shortlisting the applications on 27/11/2026. We will email you either way if you have been successful. So, keep an eye out in your inbox!

The interviews will take place on 02/12/2026

We wish you luck with your application.