

## Job Description

<b>Job Title</b>	SEND Communication Lead
<b>Directorate</b>	Children and Young People's Services
<b>Service Area</b>	Education and Inclusion
<b>Grade</b>	7
<b>Competency Level</b>	2
<b>Salary</b>	£39,513 - £44,711
<b>Job Type</b>	Hybrid
<b>Location</b>	Cunard Building
<b>Disclosure and barring service (DBS)</b>	Enhanced with Child Barred List (Child and Adult Workforce)
<b>Job Evaluation Ref No.</b>	A9738

## Job Purpose

The SEND Communication Lead will ensure the local offer is produced in collaboration with children, young people and families and reflect what they need to be active participants in their communities and decision makers in their lives.

The SEND Communications Lead is responsible for facilitating communications between the various parent/carer forums and youth forums to ensure that they have active participation in how the local offer looks, the content and accessibility.



All Liverpool's learning places, health services and other services will also be involved in the co-design of the local offer. Providing clarity around services, how to apply and how decisions are made; state clearly where families can get information, advice and support and how to challenge or make complaints.

The SEND Communication Lead will work in collaboration with and on behalf of the local area SEND Partnership to provide communication both internal and external and on various platforms.

In addition to information around EHC processes and SEND Support (including the Graduated Approach and Preparation for Adulthood), the local offer should offer advice on transport arrangements, how medical conditions are supported in education via occupational therapy and mental health support, wheelchair services and other reasonable adjustments; social care support including short breaks, leisure activities and childcare; information complaints resolution, mediation and First-Tier Tribunal. This dedicated post will maintain, develop and update the local offer in collaboration with children, young people, families, schools, partners and stakeholders.

### **Directly Responsible For:**

Not Applicable

### **Directly Responsible To:**

Head of Service for SEND

### **Main Areas of Responsibility:**

- To support the Local Area SEND Partnership in the improvement journey by facilitating effective communication with SEND Partners, stakeholders, children, young people and families

- To monitor and develop information on the local offer ensuring a 'you said, we did' approach is evident
- To ensure all information on the local offer is accessible by working with families with lived experience to gather and learn from feedback
- To work with colleagues to promote our UNICEF Child Friendly City Ambition
- To support the Local Area SEND Partnership in the maintenance of excellent working relationship with chief officers, leadership teams, portfolio members, external partners, journalists and external reliable sources of usable intelligence to ensure the delivery of high quality communications advice, strategy, products and research
- To create a communications strategy for SEND which will enable the delivery of agreed service objectives and outcomes
- To support the development and provide overall editorial control of the Local Offer
- To network externally to ensure that Liverpool City Council is kept abreast of the latest thinking and practice in communication management and behaviour change, including meeting with youth forums to ensure their voice and influence is incorporated into strategic design
- To promote the interests of Liverpool City Council and its partners locally, regionally, nationally and internationally, establishing a strong profile for the City Council and enhancing its reputation, influence and impact
- To always act in ways that enhance the reputation of the city council and the City of Liverpool

## **Supervision and Management Responsibility:**

- No supervisory or line management responsibility

## **Budget and Financial Responsibility:**

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Deliver within budget and seek savings and efficiencies by exploring opportunities to draw funding where appropriate
- Set, monitor, and remain within budget
- Explores different options for funding and income generation
- Include details of the value of budget/financial responsibility and what this budget should be use for

## **Social Value Responsibility:**

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

## **Physical Demands of the Job:**

- On occasion the role may involve standing for long periods of time if hosting events
- Some outdoor working may be required when organising site visits or other external engagement sessions

## **Corporate Responsibility:**

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally

- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

## Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level: **Level 2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

# Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

## Qualification and training

### Essential

- Degree relevant qualification, or comparable experience in communications (A,I)

### Desirable

- Qualification or training that demonstrates effective communication using a range of web-based applications

## Experience

### Essential

- Awareness and understanding of the SEND Code of Practice (A,I)
- Experience of client relationship management (A,I)

### Desirable

- Experience of working in Special Educational Needs and Disability



## Skills/Abilities

### Essential

- High level of organisational skills and attention to detail which supports the communication of all new initiatives enabling strategic co-design (A,I)
- Experience of supporting the delivery and communication of strategic improvement programmes (A,I)
- Experience of the production of content, managing feedback, reducing reputation risk and actively engaging in regular communications, including team meetings (A,I)
- Excellent communications skills in a range of media, email, verbal, presentation (A,I)
- Experience of using content management and being responsible for equipment where needed (A,I)
- Excellent communication with internal colleagues across the local area SEND Partnership and Liverpool City Council which supports the development of collaborative partnership work (A,I)
- Professional experience in a communications role or related local government activity (A,I)
- A self-starter with a high level of initiative and an ability to work independently (A,I)
- Ability and motivated to work across the local area SEND Partnership to facilitate the voice of children, young people and families (A,I)
- Knowledge of a variety of communication methods, including digital communication and artificial intelligence (A,I)
- Ability to approach communications from a customer /audience perspective (A,I)
- Ability to plan and produce content and presentations for the bi-monthly SEND Partnership Group Meetings (A,I)

- Ability to be the administrator of different platforms that the post holder will create content for (A,I)

## Commitment

### Desirable

- Understanding of and a personal commitment to the vision and values of Liverpool City Council and the local area SEND Partnership
- Commitment to effective communication across all areas of the local area partnership and with the children, young people, families and communities in Liverpool
- Commitment to quality and personal accountability in all areas of work
- Commitment to and understanding of equal opportunities
- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

## Other

### Essential

- This post is subject to a Disclosure and Barring Service (DBS) check at the appropriate level

### Desirable

- Driving licence
- Ability to work outside traditional working hours where necessary