

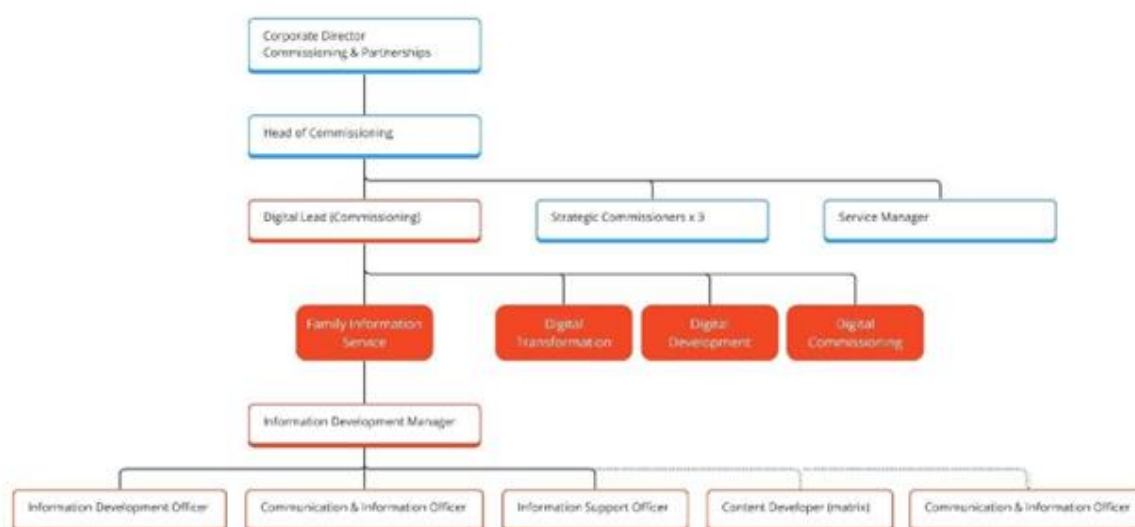
Context Statement

To accompany Job Description and Person Specification

Job title:	Communications & Information Officer
Directorate/service/team:	Children's Services – Family Information Service
Grade:	8
Location:	County Hall
Reports to:	Information Development Manager

Organisational Structure

- This post sits within the Family Information Service within the Children's Services Directorate.
- The line management of the post (and service) is with the Information Development Manager, who manages the Family Information Service (FIS)



Context of the Work

- This role will require the postholder to:
 - Focus primarily on the [Best Start in Life](#) for children and the Wraparound Childcare Programme, intended to provide childcare to primary school aged children before and after school.
 - Undertake duties for other Children's Services related information projects, for example the [Holiday Activities and Food Programme](#)

- Understand the wider context of work in Children's Services, including social services, safeguarding, health, etc.
- Attain a comprehensive working knowledge of the various services that can be provided in the early years of a child's life, such as midwifery, health visiting, childcare, early education provision and a range of voluntary and community services.
- Contribute to, develop, and lead the marketing strategy for [Best Start in Life](#) and Wraparound, ensuring both statutory and non-statutory digital and information services are provided effectively to Dorset Families and professionals.
- Discover and deploy innovative ways to increase awareness of the key points of [Best Start in Life](#) and Wraparound to schools, professionals, and parents/carers.
- Establish, maintain, and develop relationships with internal teams, schools, health professionals, families, and other stakeholders
- Develop and co-ordinate the production of materials for websites, social media and other communication platforms using research, and liaison with parents/carers, children, and professionals.
- Attain an understanding of other programmes, projects, and work undertaken by Children's Services, and engage within this work (where appropriate)
- Actively seek feedback from parents/carers, children, and professionals regarding service delivery and potential improvements.
- Ensure stakeholders and service users are effectively engaged and involved in co-production of information development.
- Proactively identify and address gaps in information and knowledge across the designated piece of work.

Service Information

- The purpose of Commissioning, Quality, and Partnerships is to lead and enable Children's Services to make the best use of available resources, so that local needs are met and to achieve tangible improvements in outcomes. The functions of Commissioning, Quality, and Partnerships are to:
 - Offer a strategic and holistic view of need
 - Provide intelligence and a robust evidence base for decision-making
 - Ensure resource allocation supports the delivery of local priorities
 - Challenge the status quo and drive innovation and the improvement of outcomes
 - Derive maximum value and impact from change, commissioning and procurement activities
 - Develop and implement change and transformation
 - Develop markets to source the best, most cost-effective providers
 - Develop strong relationships with providers
 - Plan and deliver sufficiency duties
 - Provide high quality and relevant information to partners, employees and children, young people and parents and carers
 - Lead strategy and policy development



Travel Requirement

This position has a significant travel requirement. This means that there is a requirement for a vehicle (or transport deemed to be suitable by the council) to be available on most working days to carry out normal duties. Employees in positions with a significant travel requirement are required to provide a replacement vehicle if their usual vehicle is not available over an extended period.

Other Information

There is a DBS requirement for the post.

The postholder will have excellent communication skills, written and verbal; and the ability to tailor style to audience.

The postholder will have a can-do attitude and be able to listen effectively.

The postholder will be able to take a creative approach to getting messages across to a wide range of audiences.

Context statement prepared by:

Lee Kevern

Designation:

Information Development Manager

Date:

25/01/24

