



SWINDON
BOROUGH COUNCIL

Role Profile

Job Title:	Local Offer Development Officer	Reporting to:	SEND Inclusion & Training Officer
Level	6	Posts/Team reporting to this role:	None
Pillar/Function	Facilitating the Council Children's Services, Education & Inclusion, SEND Service	Role Profile Reference	SBC10528

Role Overview

To contribute to our Stronger Together organisational change and One Swindon partnership priorities by ensuring that the Local Offer information and advice services provide effective advice, information and support for a diverse range of customers and audiences.

Role Purpose:

To ensure the Local Offer website is maintained to a high standard with current, accurate information and an extensive directory of providers. This will involve co-production with families and key stakeholders to ensure the content meets statutory requirements and allows the Local Authority and ICB to use the Local Offer as a commissioning tool ensuring that links to other partners websites are up to date and accurate

To ensure that the website is well understood and used by intended audiences through targeted stakeholder management, marketing and promotion activity and to work with colleagues in other parts of the council to help them meet user needs published on the local Offer in their various areas of responsibility.

To market the Local Offer and build relationships with providers of information, advice and support to develop good quality, consistent and accessible services.

To maximise the use of all technology platforms ensuring that the latest technology and social media platforms are supporting the information, advice and support and targeting children, young people and their families.

Role Accountabilities:

- Delivery of marketing strategies and take an operational lead on delivering the marketing element of the website and other associated technology platforms and events to ensure they are visible, have a high profile with intended audiences and achieve targets for visits and usage.
- Lead on stakeholder management ensuring co-production with all stakeholders/voluntary and community groups/providers and businesses understand the purpose of the website, see the value and are actively contributing content and listings.
- Co-ordinating the collection of content and they will be allocating responsibility for the writing of certain content (i.e. directory listings and adverts) to people and supervising publishing.
- Support the editing and publishing of content for the Local Offer website in line with agreed publishing standards to ensure all content is accurate, up to date and user friendly
- Lead on the continual development of the website including online directory and marketplace.
- To provide reports and audits for management in respect of Local Offer website and associated activities
- Monitor and improve the accessibility of the information, advice and support services – online, over the phone and in person
- Monitor and improve usage of the website by information, advice and support services when signposting to further information or other providers
- Accountable for compliance with all relevant Swindon Borough Council policies and for ensuring that all work is carried out in line with current and emerging strategies in relation to digital engagement, IT, brand and communications
- Develop, monitor, analysis and report on the web analytics and demographics of the website and collect and respond to feedback through the site Liaison with website developer to further improve capability of software.
- Share, embed and uphold best practice in writing content that promotes succinct, accurate, and easily accessible materials for a range of audiences ensuring that standards across the organisation improve to drive up the overall quality of information that is published on the Local Offer.

Knowledge and Experience

- Excellent oral and written communication skills with proven ability to distil, translate and communicate complex information accurately
- Relevant experience in a communications role and preferably in a marketing communications role with a bias towards electronic communications.
- Experience of developing synergies, networks and partnerships across the organisation and with One Swindon partners
- Demonstrable evidence of working regularly with a wide range of stakeholders, in particular communities and local people
- Knowledge of the issues facing public services in general and this council in particular
- Outstanding organisational skills and proven ability to prioritise tasks.
- Knowledge of digital technology and digital marketing
- Skills / experience in content management systems and a basic understanding of HTML / Understanding of UX
- Information content authoring

Statutory and or Qualifications required for this post:

- Degree level qualification or in the absence of formal qualifications further compensatory relevant experience and considerable relevant experience.

Contacts and Relationships

- Local Area communications teams
- Integrated Care Board (ICB)
- Health & Wellbeing board
- SEND Strategic Board
- Cabinet members
- Key service areas e.g. SEND, Post 16 Transitions, sports development, localities, health ambassadors etc.
- Key Partners e.g. SSFV; STEP; & Educational Providers
- Providers e.g. Voluntary Action Swindon community and voluntary groups etc.