



**WARRINGTON**  
Borough Council

## **JOB DESCRIPTION**

**DIRECTORATE:** Families and Wellbeing

**SERVICE:** Children's Social Care

**JOB TITLE:** Foster4 Marketing and Communication Worker

**GRADE:** 7

**JE REFERENCE:**

**LOCATION OF WORK:** Based at Warrington Borough Council, with regular travel across Cheshire

**DIRECTLY RESPONSIBLE TO:** Head of Service, Children in Care/ Foster4 Board

**HOURS OF DUTY:** 18.5 hours per week

**PRIMARY PURPOSE AND SCOPE OF THE JOB:**

To take responsibility for Foster4 marketing and communications delivery across the Cheshire West & Chester, Halton & Warrington.

**KEY RELATIONSHIPS:**

- Foster4 Board, made up of Directors of Children's Services, Operational Directors and Heads of Service from each of the three LAs.
- Fostering Service Team Managers and staff in the three Local Authorities.
- Foster4 hub team
- Work stream leads
- Foster Carers
- Partner organisations
- Cabinet and councillors
- News media, including local, regional, specialist and national press and broadcast
- In-house and external suppliers of design, print and promotional materials

## **KEY TASKS AND ACCOUNTABILITIES**

### **Marketing & Communication**

Lead all marketing and communication activity, developing and delivering the annual communications and action plan, including:

- The planning and delivery of integrated and well targeted communication campaigns, including setting objectives, delivering the plan, and ensuring appropriate evaluation in relation to digital delivery; developing Google ad words, Facebook lead and retargeting ads, monitoring the performance of key words through analytics platforms and working with the digital agency to implement changes as required.
- Contributing to forward communications planning.
- Championing council communications quality standards
- Maximising the potential of all local, regional and national initiatives, such as Foster Care Fortnight, delivering creative campaigns that will engage the public and drive enquiries.
- Undertaking the development and maintenance of the Foster4 website, Facebook and Instagram accounts, including out-of-hours monitoring.
- Regularly updating the website SEO, developing blog and social media posts, updating content and using the platforms to celebrate the successes of Foster4 and the individual LA fostering services.
- Overseeing the development of and editing the Foster4 e-newsletter, created by the Marketing Assistant. Planning all on and offline advertising, media buying and artwork development, working alongside agencies to ensure best value for money and tangible return on investment.
- Writing proactive and reactive press releases, media statements, internal communications and member briefings to keep stakeholders up-to-date with service developments.
- Media handling/ responding to media enquiries.
- Undertaking or arranging photography and filming.
- Ensuring all Foster4 marketing activity is undertaken within the brand guidelines, and all communications fit the house style of both the brand, and the expectations of communicating from the perspective of a Local Authority service.
- Contributing to the direction of the day-to-day operations of the marketing and communication service, developing the customer journey pathway, supporting new technologies that will aid efficiency as required.

### **Financial, contractual and reporting**

- Creating quarterly and annual reports to Board, analysing performance data and identifying areas for development.
- Responsibility for the contracts, work of and relationships with the digital advertising and graphic design agency.
- Responsibility for the marketing budget, ensuring the media spend is apportioned equitably across the LAs, taking into consideration the differing priorities, geography and demographics of each area.
- Managing the timely processing of all day-to-day operational and higher-level invoices to ensure each LA's contribution is recharged to

the host authority on a quarterly basis.

- To ensure that communications activity aligns with council priorities.
- To ensure communications protocols, quality assurance mechanisms and standards are followed at all times.
- To defend and enhance the reputation of Council through the generation of positive local, national and regional news media coverage.
- To ensure accuracy of information at all times.
- Working with colleagues in Information Governance to ensure all CRM systems, data capture and communications comply with GDPR guidelines, including ensuring there are effective data sharing agreements in place and the Privacy Policy remains up to date with current legislation.

### **Challenge and service development**

- Provide robust and effective challenge to stakeholders, confidently raising any performance issues, suggesting and implementing solutions as required.
- Ensure all work is undertaken in the spirit of collaboration, but ensuring local variances are identified and monitored.
- Constantly look for more efficient, effective ways to develop the service, staying up-to-date with the latest technologies and developments in the sector.
- Ensure fostering services comply with service level agreements in relation to efficiency of enquiry handling and data reporting.
- Lead the Foster4 marketing and communications work stream, made up of marketing representatives from across the three LAs. The post-holder will be required to chair monthly meetings and disseminate work to leads to undertake within their respective LAs, including internal communications, local advertising and member briefings.
- Continue to progress the development of initiatives that enrich the experience of foster carers, children and young people, such as the foster carers natural health programme, offers from local businesses and the fostering friendly employer policy.
- Work closely with the project manager to progress the wider work of the service.

### **Additional**

- To undertake ad-hoc responsibilities on behalf of the three fostering services, including planning events, presenting at training days and inputting to service reports as required.
- To attend meetings of all work streams and input as required, retaining an oversight of the wider work of the Foster4 project.
- Participate in training as required.
- To ensure you attend one-to-ones, Personal Review & Development meetings, team meetings and training as required to support your development.
- Carry out duties with full regard to the Council's Corporate Plan, the Corporate Equality and Diversity Policy, Health and Safety Policy and Social Inclusion Strategy.

- Carry out all duties with due regard to confidentiality and data protection regulations.
- Undertake such additional duties as are reasonably commensurate with the level of this post.

## **REVIEW ARRANGEMENTS**

The details contained in this Job Description reflect the content of the job at the date it was prepared. However, it is inevitable that over time, the nature of the jobs may change. Existing duties may no longer be required and other duties may be gained without changing the general nature of the post or the level of responsibility entailed. Consequently, the Council will expect to revise this Job Description from time to time and will consult with the postholder at the appropriate time.

**Date Job Description prepared:**

16/06/2022

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**Prepared by:**

Sharon Cooper

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