

 Recruitment Officer – Children’s Social

Care

JE Code: JE2569

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| **Values – We are dedicated, respectful, collaborative, we are Milton Keynes City Council** |
| **Service:** | Childrens Services |
| **Reports to:** | Head of Corporate Parenting |
| **Job Family:** | Professional & Technical  |
| **Grade:** | F |
| **Political restricted:****DBS Required:****If Yes:** | NNBasic / Enhanced |
| **Date:** | November 2023 |

**Key Deliverables**

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| **1.** | To be responsible for developing and implementing a recruitment strategy for social workers in children services, using digital marketing and innovative approaches to attract and retain high-quality candidates.The strategy will include:- * Creating, planning and schedule social media content
* Developing social media campaigns to drive recruitment and increase direct applications
* Increasing social media presence and producing compelling content about the organisation
* Promoting the organisations’ reputation as a fantastic local employer, utilising marketing tools and social media platforms
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| **2.** | To support the end-to-end recruitment process, from planning and promoting vacancies, to screening and selecting candidates, to issuing contracts and onboarding new starters. |
| **3.** | To ensure the recruitment process is fair, efficient, compliant, and user-centred, and that candidates have a positive experience throughout. |
| **4.** | To monitor and evaluate the impact and outcomes of the recruitment strategy, using data and feedback to identify areas of improvement and best practice. |
| **5.** | To produce regular reports and insights on the recruitment performance and trends and make recommendations for continuous improvement. |
| **6.** | To liaise with external agencies who supply social workers, liaise with Team Managers across the service to ensure all social work applications are dealt with in a timely manner and interviews are arranged quickly. To monitor agency charges against budget, and ensure invoices reflect agreed charges for role.  |
| **7.** | To attend recruitment events and campaigns and ensure events are supplied with appropriate materials, banners, leaflets to promote the council as an employer.  |
| **8.** | Keep reports, data, and information on the recruitment of Social Workers and ensure this meets the future needs of service. |

*Within reason these key deliverables may evolve to meet service need and it is expected that you will be flexible and adaptable in your delivery to meet both service and council wide needs*

**Essential Requirements (key skills & qualifications)**

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| **1.** | Educated to degree in relevant discipline/equivalent qualification, or experience of promoting/using/implementing good use of social media within a work environment and knowledge of Marketing Strategies and Digital Marketing for Social Work Recruitment.  |
| **2.** | Proven experience of developing successful recruitment campaigns, using digital ad social media platforms to reach and engage target audiences. |
| **3.** | Knowledge and skills in creating and managing online content, using analytics and tools to promote the employer brand and value proposition. |
| **4.** | Demonstrate excellent communication and interpersonal skills, with the ability to build and maintain effective relationships with internal and external stakeholders at all levels.  |
| **5.** | Strong customer service and problem-solving skills, with the ability to handle queries and issues in a timely and professional manner. |
| **6.** | Good understanding of the social work sector and the challenges and opportunities for recruitment and retention. |
| **7.** | Good understanding and commitment to equality and inclusion and the Equalities Act. |
| **8.** | Ability to work under own initiative, organised and excellent interpersonal skills. |
| **9.** | Enthusiastic, Team Player and willingness to learn. |



Job Family

Professional/Technical

Grade F

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| **Colleagues expectations*** Be professional at all times
* Work together for the good of the team, council and local people
* Promote a supportive culture
* Challenge assumptions
* Take ownership
* Be willing to change and do things differently
* Always work in a safe manner
 | **Managers expectations*** Be a role model by displaying positive behaviours at all times
* Make well-considered decisions
* Support, coach and communicate with my team
* Be accountable for my team’s performance
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Professional/Technical job holders rely upon their deep knowledge of the specialism or discipline in which they work to carry out vital tasks and provide authoritative advice to others. Often developing within recognised career paths, their evolving expertise sees them bear increasing responsibility for managing Council assets, the development of policies and procedures and the strategic direction of the functions they support.

This element of the profile, taken from the job family descriptor for this grade, provides a general understanding of the level of work and demands required.

### Role characteristics

At this level with dedicated specialist qualifications or an equivalent level of direct experience in their particular field, job holders deal autonomously with complex issues, analysing and forming judgements about not only their own technical or professional specialism, but also the attendant resource, finance, planning and similar issues that combine to challenge the job holder.

### The knowledge and skills required

The range of knowledge required for these roles includes an understanding of the policies and procedures across the specialist area in which job holders work, as well as a solid underpinning of technical knowledge gained through dedicated formal education.

Job holders will have been working within the specific field for a reasonable time, such that they have been exposed to many of the routine and more unexpected circumstances of their role.

While the majority of roles will have demands for manual dexterity in relation to typing and similar functions, jobs will use a range of equipment requiring precision in their use and handling.

### Thinking, planning and communication

The situations and problems dealt with at this level will be increasingly complex, involving several information streams where analytical and judgemental skills will be needed to interpret information correctly and determine optimum solutions.

Job holders will have plenty of day-to-day issues to contend with, they will also need to plan some months ahead to achieve medium term objectives in such areas as project support or service development.

At this level, the information exchanged with internal and external colleagues, and members of the public will call for developed communication skills on the part of the job holders. Matters will be technically complicated, requiring careful explanation, or sensitive, requiring significant listening skills to interpret information and provide appropriate advice.

**Decision making and innovation**

Job holders will have the autonomy to adapt specific approaches to better meet medium term objectives. They will be bound by the recognised procedural framework of their specialism as it is managed by the Council but will decide when and precisely how duties are to be carried out. They will also deal with problems (often escalated to this level) for which there are no set-down routes to a solution other than broad service practice guidelines.

### Areas of responsibility

With a diverse range of jobs being represented at this level, the precise blend of responsibilities for which the job holder is accountable will depend upon the service in which they operate.

External facing roles will focus on the needs of people whether external service users or partners and will be responsible for high impact decision making and the implementation of appropriate programmes on behalf of individuals or groups of people or enforcement of regulations which have direct and significant consequences upon those served. Such roles are likely to have only modest levels of responsibility for finance, information assets, equipment and/or premises.

Internal roles are likely to have this pattern reversed, with weightier responsibility for significant financial and non-financial assets, but less for the assessment of needs of individuals and groups.

Jobs will have supervisory responsibility for the work of others and will be accountable for the quality and timeliness of outputs, whether related to the work of internal teams or temporary external contractors, volunteers or others.

### Impacts and demands

Tasks and duties will be generally carried out in a sedentary position but there will always be a requirement for standing and walking from time to time, and the occasional need to lift or carry items.

The problem solving and decision-making elements of these jobs mean that job holders require lengthy periods of enhanced mental attention to attend to duties, while also dealing with deadlines, interruptions and conflicting demands.

Duties of jobs at this level will not require job holders to develop and maintain working relationships with people who, through their circumstances or behaviour, place particular emotional demands on the job holder.

Job holders find themselves exposed to some disagreeable, unpleasant or hazardous working conditions. Particularly when the needs of their specialism require them to work on external sites exposed to the weather, in or around refuse and waste plant, close to particularly noisy machinery and in similar environments.

Other Professional Technical jobs, such as enforcement roles, may also see job holders exposed to verbal abuse and threatening environments. In all cases, job holders will minimise risk and conform to health and safety regulations to mitigate any negative effects of such exposure.