

Directorate:	Children, Young People & Education (CYPE)
Unit/Section:	Special Educational Needs and Disability (SEND)
Grade:	KSH
Responsible to:	SEND Engagement and Operations Manager

Kent is providing a new preventative approach to statutory Special Education and Disability (SEND) support following learning from internal and external stakeholders. Our SEND Information, Advice and Guidance (IAG) offer in Kent combines interventions including the in-person SEND Roadshow, the information helpline called the SEND Enquiries Hub and the one stop website, Kent's SEND Information Hub into a singular SEND IAG Offer.

Purpose of the Job:

To lead the strategic design, delivery, and continuous development of Kent's SEND IAG offer. Working across directorates and with external stakeholders to make sure all SEND IAG is accessible and available for families to access both digitally and in person.

The postholder will integrate information, advice and guidance through:

- Delivering and running in-person events for families across all 12 districts of Kent.
- Developing and managing a communication strategies for stakeholder.
- Oversee the digital platforms to meet not only our statutory responsibilities but provide content that our families have told us is important to them.

This approach will strengthen early intervention, and improve outcomes for children and young people with SEND. The postholder will take a county-wide leadership role to ensure the IAG offer is accessible, person-centred, and co-produced with families and partners.

Main duties and responsibilities:

Lead the multi-agency strategic development of Kent's SEND IAG Offer, incorporating best practice, reflection, and feedback loops aligning with statutory guidance and service transformation priorities.

Co-lead high-level working groups within the SEND IAG Partnership to drive service improvements and embed family voice. And represent SEND IAG at strategic forums such as Local Children's Partnership Groups (LCPGs).

Plan and deliver in partnership with Family Hubs 12 SEND Roadshow events per year across all 12 Districts of Kent.

To line manage the Local Offer Coordinator to oversee the maintenance of the SEND Information Hub (Kent's Local Offer) webpage ensuring that the right information is made available to parent and carers. This will include ensuring that statutory obligations are met in relation to children, young people, and their families. This may include providing advice, guidance and direction as to what content is required and when required support the Local Offer Information Coordinators to develop this.

Influence and help shape local policy and procedures relating to early intervention and family engagement within the SEND system, working with internal stakeholders and national guidance.

Oversee the planning, implementation, and evaluation of a hybrid programme of accessible countywide IAG events, virtual platforms, and digital content.

Implement robust feedback, monitoring, and evaluation processes. Use intelligence from residents and professionals to adjust and improve the IAG offer.

Build and maintain a network of internal and external stakeholders across education, health, care, and community sectors.

Act as the subject matter expert for SEND IAG, advising professionals and influencing local authority commissioning decisions.

Coordinate staffing and resource planning for IAG activities, including line management, contract oversight, and project delivery frameworks.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

Kent County Council
 Person Specification: SEND Senior Information, Advice and Guidance
 (IAG) Manager

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	CRITERIA
QUALIFICATIONS	- Professional qualification in a relevant field (e.g. IAG, Communications, Education, Public Sector Management and or Marketing). - Evidence of ongoing CPD and leadership training.
EXPERIENCE	- Significant experience leading strategic service development within SEND, education, or health. - Experience of event planning, delivery and promotion - Experience of internal and external stakeholder management and coordination - Experience in designing and delivering multi-agency programmes and complex projects. - Demonstrable experience influencing policy and practice across departments or organisations. - Experience of developing and evaluating public-facing services including online and in-person delivery models.
SKILLS AND ABILITIES	- Strategic planning and operational leadership. - High-level communication and influencing skills with diverse stakeholders, including elected Members. - Policy development and implementation. - Ability to analyse, interpret, and use performance and feedback data to drive service improvements. - Excellent ICT skills including digital content creation, webinars. - Effective problem-solving skills applied in high-stakes, multi-agency environments.
KNOWLEDGE	- Knowledge of principles of engagement from participation to co-production. - Knowledge of district demographics of Kent as related to SEND need types. - Knowledge of Data Protection, GDPR and confidentiality issues. - Knowledge of SEND Code of Practice. - Excellent and applied knowledge of equality and diversity issues. - Good knowledge of IT and web systems including social media and content management systems.

KENT VALUES AND CULTURAL ATTRIBUTES	Kent Values: • We are brave. We do the right thing, we accept and offer challenge • We are curious to innovate and improve • We are compassionate, understanding and respectful to all • We are strong together by sharing knowledge • We are all responsible for the difference we make Our values enable us to build a culture that is: Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile Adopt innovative approaches to expanding and improving the SEND IAG offer to residents of Kent Curious - constantly learning and evolving Adopt a learning ethos linked to continuous improvement and development of services Compassionate and Inclusive - compassionate, understanding and respectful to all Adopt an inclusive approach that meets people (residents and team members) where they are rather than where we would want them to be Working Together - building and delivering for the best interests of Kent Adopt a collaborative approach to the development and delivery of the SEND IAG offer with both internal and external stakeholders alike Empowering - Our people take accountability for their decisions and actions Adopt a IAG ethos that gives residents the information they need in order to make informed decisions Externally Focused - Residents, families and communities at the heart of decision making Deliver an IAG Offer based on double learning loops from residents back to the development phase. (Single learning loop – what we learned and what we did as a result – double learning loop what we learned – what we did as a result and how that improved/drove a person centred approach for residents)
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