

## Kent County Council

### Job Description: *SEND Information Hub Coordinator*

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<b>Directorate:</b>	<b>Children, Young People &amp; Education (CYPE)</b>
<b>Unit/Section:</b>	<b>Special Educational Needs and Disability (SEND)</b>
<b>Grade:</b>	<b>KSE</b>
<b>Responsible to:</b>	<b>Senior SEND Information, Advice and Guidance Officer</b>

#### **Purpose of the Job:**

Our SEND Information, Advice and Guidance (IAG) offer in Kent comprises of the one stop mandatory website (The SEND Information Hub, Kent's Local Offer), the in-person roadshow, and the information helpline all into one singular SEND IAG Offer.

The post holder will lead on the maintenance and communication of Kent's Local Offer which comprises of the SEND Information Hub, Directory of Services for families and any associated projects, ensuring the information is comprehensive, up-to-date and serves the needs of Kent's families and the requirements of the council's communication standards.

It is essential to engage with relevant stakeholders across the community including children, young people, and parents/carers, to ensure information, guidance and support regarding the health, education and social needs of children and young people with SEND can be met.

The role will need excellent communication and marketing skills to create relevant and engaging content for use on social media and other channels. It will require expertise in using common social media platforms and content scheduling tools creativity is a key skill in this role.

The post holder will understand SEND and the Local Offer and be willing to develop their knowledge and successfully complete relevant training.

#### **Main duties and responsibilities:**

- Provide accurate, high-quality web-based content for Kent's Local Offer, working with the council's communication team to make sure content is focused on the needs of users, written in plain English and accessible and meets both council and industry-wide best practice.
- Keep content under review and ensure that the SEND Information Hub (Local Offer) website, and directories, such as the Local Offer directory and 0 – 25 Schools directory, continue to be user friendly, responsive, and fit for purpose.
- To ensure the coordination and development of the Local Offer is in line with the SEND Code of Practice and all other relevant policies and procedures.

- To collate and analyse feedback and data received on the Local Offer and maintain mechanisms to collect feedback from stakeholders, ensuring that feedback is monitored, analysed, and published in an annual report.
- Source and upload onto the Local Offer Directory a range of clear, comprehensive, transparent, and accessible information about education, health, care and leisure services for children and young people aged 0-25 with SEND and their families.
- Ensure the Local Offer directory has balanced representation from stakeholder groups (parents, children, young people, voluntary sector, adults and children statutory services, NHS, schools including the non-maintained and independent sector, early years settings and FE Colleges, leisure/sports clubs etc.).
- To engage with parents/carers, children, and young people with SEND in the co-production, development and review of the Local Offer and actively encourage their involvement while ensuring the safeguarding of children, young people, and staff as appropriate through KCC's regulations and guidance and understanding the sensitivity around sharing the experiences and identities of children and young people with SEND.
- To take an active part in the SEND IAG Partnership Group and lead working groups comprising of representatives of the relevant stakeholders such as Information Advice and Support Kent (IASK), Kent Parents and Carers Together (PACT) and teams across Children, Young People and Education (CYPE) to create usable and accessible content and share it through the most appropriate channels to reach key audiences.
- To lead the promotion of the Local Offer to parents, children, and young people both through in-person events and marketing campaigns in collaboration with the council's team.
- To undertake such other duties as may be reasonably expected at this level.
- To robustly maintain local authority databases on a 'live' basis, ensuring all records are kept up to date and accurate ensuring that any errors are corrected to ensure a high level of data quality.

Footnote: This job description is provided to assist the job holder to know what his/her 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 Information Hub Coordinator*

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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.

	<b>CRITERIA</b>
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"><li>• Evidence of recent continuing professional development and/or extensive experience</li><li>• Hold or be willing to work towards a level 3 qualification in a relevant field such as marketing, public relations, digital and business administration.</li></ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"><li>• Experience of working jointly with key partners in the statutory, voluntary, and private sectors.</li><li>• Effective marketing and public relations skills and experience.</li><li>• Experience of writing for the web and social media.</li></ul>
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"><li>• Excellent verbal and written communication skills to communicate at all levels in the organization and with external bodies.</li><li>• Ability to identify media and public relations opportunities to offer the best information, advice, guidance, and support across the community.</li><li>• Excellent marketing and communication skills</li><li>• Able to write different styles according to the target audiences.</li><li>• Ability to work directly and virtually with a wide and diverse group of people</li><li>• Competent in ICT packages such as Project Management Tools, Word, Excel, and Outlook.</li><li>• Excellent organisational, planning, and analytical skills</li><li>• Ability to effectively prioritise and work to tight deadlines.</li><li>• Ability to build trusting relationships with all services users and key partners.</li><li>• Ability to build and maintain strategic partnerships by adopting an ethical and collaborative approach.</li></ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"><li>• Knowledge of SEND Code of Practice is desirable</li><li>• Excellent and applied knowledge of equality and diversity issues</li><li>• Working Knowledge of IT and web systems including social media and content management systems</li><li>• Knowledge of Data Protection, GDPR and confidentiality issues.</li></ul>
<b>KENT VALUES AND CULTURAL ATTRIBUTES</b>	<p><b>Kent Values:</b></p> <ul style="list-style-type: none"><li>• We are <b>brave</b>. We do the right thing, we accept and offer challenge</li><li>• We are <b>curious</b> to innovate and improve</li><li>• We are <b>compassionate</b>, understanding and respectful to all</li><li>• We are <b>strong together</b> by sharing knowledge</li><li>• We are all <b>responsible</b> for the difference we make</li></ul>

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

**Curious** - constantly learning and evolving

**Compassionate and Inclusive** - compassionate, understanding and respectful to all

**Working Together** - building and delivering for the best interests of Kent

**Empowering** - Our people take accountability for their decisions and actions

**Externally Focused** - Residents, families and communities at the heart of decision making