

SANDWELL ADVOCACY

Job Description

Job Title:	Engagement and Marketing Officer - Parents, Advocacy, Guidance and Empowerment (PAGE) Project
Salary:	£19,838 - £20,639 per annum (pro-rata for 17 hours/week) 12 month fixed term contract in the first instance.
Responsible to:	Chief Executive Officer.
Location:	28 Wood Street, Tipton, DY4 9BQ

Job Purpose:

- Coordinating the marketing and promotion of the project to key stakeholders, referral organisations and directly to potential beneficiaries.
- Supporting the project team in sharing and disseminating learning about the project including attendance at partnership meetings and wider events.
- Promoting and establishing effective referral pathways into the project.

Principle Duties:

- Working alongside the Advocacy Practitioner and Independent Living Skills Officer to ensure the project goals are being achieved.
- To market, promote and raise the profile of the project to key stakeholders, referral organisations and potential beneficiaries including facilitating the production of marketing assets and literature including leaflets, flyers, banners etc.
- Raising awareness of issues affecting parents with a learning difficulty who are accessing children's services, and the work of the PAGE Project, within a range of health and social care settings, utilising effective presentation methods appropriate for each setting.
- To proactively work with key stakeholders and referral agencies to implement an accessible and responsive referral process.
- Ensure that referral pathways are established with appropriate referral organisations and that regular referrals into the project are generated.
- Working collaboratively with project partners to facilitate participant forums and feedback mechanisms.
- Working with agencies and key stakeholders to sign off branding and marketing materials.

- Linking promotion and awareness campaigns to our social media platforms and website.
- To contribute to the identification of gaps in service provision, new opportunities and the implementation of new initiatives.
- To measure the difference your work makes to those we support (Outcomes) through a combination of self-reporting/professional judgement and the use of validated tools.
- To make frequent and effective use of personal supervision and to make use of training opportunities as appropriate.
- To provide monthly monitoring reports that include information measured against key performance indicators and key themes and trends.
- Maintaining up to date knowledge of relevant policy, legislation, case law and good practice.
- Working within all policies, procedures and guidelines relating to safeguarding adults and health and safety as set out by Sandwell Advocacy and the local authority.
- Ensuring the implementation of equal opportunities in all aspects of the work and carry out all duties in an anti-discriminatory manner and where necessary challenge oppressive behaviour and practices.
- To contribute towards the overall objectives of the project, ensuring a quality service to its users.
- To undertake other duties in conjunction with the team to meet the aims of the organisation.