

## Shared Lives Marketing and Recruitment Officer – Grade 8

At Kirklees we want to be innovative and creative in the way we work to deliver our services to our communities. We know we have challenging times ahead so we are always looking for better and smarter ways to work.

Kirklees Shared Lives is a flexible, creative, community-based scheme which provides day support, short breaks or a long term arrangement to adults who have been assessed as needing this unique and flexible type of support. The Kirklees Shared Lives Scheme recruits, trains, and supports paid carers to provide quality placements for vulnerable adults within their own family homes in the community. The Scheme provides an alternative choice for people to the more traditional residential support.

The Scheme aims to encourage service users to maintain a level of independence and to develop skills potential for independence in order to maximise the quality of their life in the community. The Scheme aims to enhance independence, choice and inclusion through a person-centred approach. Find out more about [working for Kirklees](#).

### The Job

Reporting to the Team Manager you will develop, implement and monitor plans and strategies for the recruitment and retention of shared lives carers. Working alongside the Team Manager and Shared Lives colleagues, you will respond to customer enquiries and ensure that the service responds to them in a timely manner.

You will raise the profile of the scheme and promote its purpose and activity both internally and within local communities. This will involve working with colleagues across the Council to undertake media work, adverts, newspapers, public events, external training and radio coverage to promote the service and recruit as appropriate.

As well as leading on specific recruitment campaigns for individual service areas e.g. dementia support or Homeshare, you will also monitor and review carer feedback and contribute to the implementation of plans designed to improve the retention of Shared Lives carers.

You will use your IT skills to contribute to the annual service reports and provide senior managers with recruitment activity reports as requested.

### Job Checklist

- Communicate with a range of different people and organisations.
- Co-ordinates and provides a comprehensive and customer focussed response to enquiries from members of the public in relation to becoming Shared Lives Carers
- Uses and develops social media to raise the profile of the service.
- Contributes towards the approach to recruiting of a new pool of shared lives carers in Kirklees.
- Contribute to the evaluation of the recruitment policy and strategy on an ongoing basis.
- Reviews and continuously improves the Kirklees Council's Shared Lives website recruitment material as well as the carer Facebook page.
- To ensure the high profile of Shared Lives in maintaining good relationships with local, regional and national media, as well as with Shared Lives Plus communications team.

Communicates with Team Managers and Social Workers sharing knowledge of developments in shared lives carer finance issues, regionally and nationally.

Please see your responsibilities related to [safeguarding](#).



## The Person

We need our employees to be driven to achieve the best, to be hard working, respectful and thoughtful to each other and our customers and to be creative, wherever they work.

Preference will be given to those with experience of working in a marketing/communications environment, but will consider applicants without this background if there is evidence of prior relevant experience or skills.

You will possess a range of communication and interpersonal skills to work with managers, colleagues and carers at all levels together with the ability to be sensitive to others, presenting a positive and professional image of the service.

The right behaviours and attitudes are as important to us as the skills you bring to the job. We expect all our employees to demonstrate the following behaviours:

- Positive, Honesty, Respectful, Flexible, Communicative and Supportive.

You will also promote and role model the Council's Expectations within the organisation

This role is at level 1. Please read our [Behaviours and Expectations](#).

## Person Checklist

- Preference for experience of working in a marketing/communications environment or willingness to learn,
- Experience of drafting, layout and design of publicity material or willingness to learn,
- Awareness of the issues facing local government in relation to Shared Lives schemes and carers or willingness to learn.
- Ability to positively promote Share Lives caring role.
- Ability to research, evidence and implement good practice in Shared Lives carer recruitment.
- Ability to analyse and evaluate the effectiveness of recruitment campaigns and provide feedback to management.
- Possesses high level communication skills to be able to develop publicity materials etc. for a variety of audiences.
- IT skills to be able to undertake research and design and develop creative publicity materials e.g. for the website.
- Accepts that a DBS check will be required

*This Role Profile is intended to provide an understanding and appreciation of the responsibilities of this particular job. It is not possible to specify every detail and we expect you to work flexibly within your skills, knowledge, experience and grade of this job.*

**For Recruitment Purposes:** In order to be considered for this role you will need to demonstrate how you meet the requirements in the Person Checklist.