

JOB DESCRIPTION

Job Title	Recruitment and Marketing Coordinator – Foster Carer
Department	Carer Recruitment
Responsible to	Recruitment & Placements Manager
Responsible for (if applicable)	N/A

Overall Purpose/Aim:

To be responsible for the recruitment process for prospective Foster Carers with regard to recruiting and training Foster Carers, whilst delivering excellent customer service at all times. To be responsible for maintaining recruitment and marketing strategies, and to lead in the delivery of an effective foster carer recruitment strategy through coordinating carer assessment processes and undertaking a range of marketing activities.

Core Tasks:

1) Recruitment and Marketing Activity

- To provide a timely, positive, professional and customer focused response to all initial enquiries received from prospective foster carers. The maximum response time from carer enquiry to a call back will be 48 hours.
- To take a positive sales/customer orientated response to initial enquiries and ensure every effort is made to make contact with prospective foster carers within the time limit stipulated.
- To arrange and conduct where agreed, initial visits to prospective foster carers to assess their potential to foster within a maximum time span of 3-5 days from completion of the call back.
- To complete the recruitment phase of the carer selection process in line with regulations, Key Assets' policies and procedures and best practice guidance and deliver this to an agreed quality and time standard to the Director.
- To ensure that the timely completion of detailed reports within 24-48 hours of the home visit, and that recommendations reflect the regions commercial and business plan priorities, and is sensitive to the regional, local and cultural needs of the marketplace. This will also involve working closely with colleagues.
- To be responsible for the active and timely risk assessment of prospective carers using the initial information gathered, sharing this with senior managers/Director and agreeing what further action will be required during the recruitment phase of the carer recruitment process.
- To ensure that the timely response to enquiries and the completion of the recruitment phase of the carer recruitment process reflects the regions commercial and business plan priorities, informs the marketing plan and is sensitive to the local and cultural

needs of the marketplace. This will also involve working closely with colleagues in health, education and children's services.

- To maintain and develop the Key Assets Website in relation to recruitment and marketing, and update the Website in relation to Key Assets news and development.
- To ensure compliance with safeguarding procedures and make clear that the safeguarding of children and the promotion of their wellbeing is given absolute priority in all activities.
- To assist with facilitating Shared Stories, Shared Lives and Step by Step training.
- As a member of the team, you will contribute to and learn from the best practice and continue to develop the efficient customer focused experience of the operation of the carer recruitment process. This will include providing feedback to and receiving comments from other stakeholders in the carer marketing, recruitment, assessment, panel, approval and induction process.
- To liaise with the Director to ensure that the Key Assets' recruitment strategy meets and informs the corporate requirements at local and national levels.
- Develop and implement the marketing activities for foster carer recruitment, ensuring there is an adequate level of new foster carers to meet the requirements of the social work team.
- Liaise with advertising agencies and the media to ensure the effective placement of agency information and recruitment advertising and promotional goods.
- Undertake a range of marketing activities: media coverage, local events, and other activities/opportunities, to maintain the profile of the agency within the community.
- To assist in planning, coordinating, delivery and analysis of the success of an annual program of events and promotional displays, in consultation with the Director.
- To evaluate recruitment advertising and marketing.
- To support the activities for carer retention in conjunction with the Social Workers/Case workers

II) **Administration**

- To take prime responsibility for all phone and web enquiries to Key Assets and initial home visits.
- To complete, process and administer the initial phases of the recruitment process, giving all prospective foster carers a positive experience of Key Assets.
- To ensure all documentation including consents to statutory checks are completed without delay at the appropriate time in accordance with the recruitment, assessment process.
- To provide support and guidance to prospective foster carers with the completion of any required forms.
- To keep performance records and written details/records of all contacts and contact activity, including all visits.
- Participate in developing administrative systems pertaining to the position and maintaining existing systems ensuring all information is accurately recorded on the data base system.
- Responsibility for arranging and carrying out initial home visits of prospective foster carers and undertaking the administrative functions associated with this task.
- Process application forms including statutory checks, references all other enquiries and help to co-ordinate Skills to Foster training within agency expectations and deadlines.

III) Database

- To be responsible for the interface with administrative and IT systems and to ensure that existing systems are maintained, developed and responsive to the smooth and efficient running of the carer recruitment process.
- Accurately input information concerning prospective foster carers onto the specialist database at all stages of the process.
- Be able to utilise the database fully to obtain management information and assist the Director through running appropriate reports.
- To contribute to the gathering and inputting of key data in order to measure progress against key performance indicators relevant to the carer recruitment process.

IV) Working in partnership

- Attendance and participation at all meetings relevant to the position.
- Actively working positively and professionally with internal and external partnerships to ensure high quality carer recruitment needs are met.

Additional Duties

- **This role will involve some travel across metro Melbourne and Geelong**
 - The position holder will be expected to undertake training and development deemed necessary for the pursuance of the position.
 - The position holder will be expected to ensure to comply with Equal Opportunities Policy and Procedure in all employment practices.
 - The post holder will be expected to work in a manner which is inclusive of all employees and stakeholders, which includes Aboriginal and Torres Strait Islander's, people who identify as LGBTI, people of all ages, people with disability and those from culturally and linguistically diverse backgrounds
 - The position holder will be expected to undertake other duties as may be requested of the position holder that is commensurate with their level of responsibility and skills
 - The position holder will be expected to comply with all Key Assets' policies and procedures.
 - The position holder will be expected to ensure that Health and Safety is observed in the course of employment.
 - The position holder will be expected to comply with the no smoking policy in place.
 - Ensuring compliance with safeguarding procedures, throughout all work within the Agency, keeping the Director informed of work in progress and informs the Director/Senior manager immediately of any child protection matter or serious complaint.

It is the nature of work of Key Assets that tasks and responsibilities are, in many circumstances, unpredictable and varied. All staff are, therefore, expected to work in a flexible way when the occasion arises where tasks are not specifically covered in the Job Description have to be undertaken.

**KEY ASSETS - PERSON SPECIFICATION
RECRUITMENT AND MARKETING
OFFICER**

Note to Applicant: When completing your application form you should demonstrate the extent to which you have the necessary education, experience, knowledge and skills identified for the position.

	Essential (E) Desirable (D)	Short listed Criteria	Evidenced
Experience			
<ul style="list-style-type: none"> At least 2 years' experience in PR & Marketing and customer relations, or equivalent 	E	✓	Application Form/Interview
<ul style="list-style-type: none"> To be able to evidence an understanding and practical application of the use of IT and electronic communications, including the use of Microsoft Office 	E	✓	Application Form/Interview
<ul style="list-style-type: none"> Experience of working in foster care, child care services, welfare or social care environments 	D		
<ul style="list-style-type: none"> Experience of establishing new client groups, sales and/or customer service 	E	✓	Application Form/Interview
<ul style="list-style-type: none"> Demonstrate customer relationship experience 	E	✓	Application Form/Interview Application Form/Interview
<ul style="list-style-type: none"> Ability to compose clear, accurate and concise reports, letters and memos 	E	✓	
Personal Skills			

<ul style="list-style-type: none"> • Ability to communicate effectively with people at all levels including written and verbal skills 	E		Application Form/Interview
<ul style="list-style-type: none"> • Ability to work on own initiative and as part of a team 	E		Application Form/Interview
<ul style="list-style-type: none"> • Ability to work under minimal supervision, to make decisions and act on own initiative 	E		Application Form/Interview
<ul style="list-style-type: none"> • Ability to work under pressure 	E		Application Form/Interview
<ul style="list-style-type: none"> • Reliable, flexible and dependable 	E		Application Form/Interview
Miscellaneous			
<ul style="list-style-type: none"> • Must hold a full and valid driving licence 	E		Application Form
<ul style="list-style-type: none"> • A commitment to Equal Opportunities in all work practices 	E		Interview
<ul style="list-style-type: none"> • An ability to work respectfully within the principles of the Treaty of Waitangi 	E		Interview
<ul style="list-style-type: none"> • Willingness and ability to work flexibly including weekend, early morning and evening work as necessary and undertake tasks such as attending recruitment and PR events, meetings and training 	E		Interview
<ul style="list-style-type: none"> • Be prepared to seek advice where necessary 	E		Interview
<ul style="list-style-type: none"> • An appreciation and commitment to Health and Safety issues in the workplace 	E		Interview

Key Assets makes use of the National Federal Police Criminal Records and local State and Territory Working with Children checking services, which facilitates the checking of individuals' criminal records by employers where such individuals are to occupy 'positions of trust'. You may be required to consent to and apply for disclosures at regular intervals during your employment in this post and any offer of employment is provisional and conditional on the satisfactory outcome of the check. This is because this role involves access to sensitive data.

<i>Signed by Job Holder:</i>	
<i>Date:</i>	
<i>Signed by Line Manager:</i>	
<i>Date:</i>	