Grading
Job Description and Employee Specification

Job title: SEND Strategic Development Officer	**Service area:** Children and Families
Post number:	**Division:** Education
Grade: 9	**Section/team:** SEND

Overall purpose of job:

- To lead and deliver defined projects and strategic developments within the SEND and Children's Disability function, under the direction of the Lead Officer for SEND.

- The postholder will lead the coordination and delivery of improvement activity across the SEND system, translating strategic priorities into tangible actions, outcomes, and service change. Working collaboratively with Heads of Service, managers, schools, partners, parents, and young people, they will ensure projects are co-produced, evidence-led, and aligned with local, regional, and national SEND priorities and reforms.

- To lead the design and delivery of SEND system-wide improvement programmes, translating statutory reform, inspection findings and corporate priorities into coordinated, multi-year delivery plans that drive sustainable service change and improved outcomes for children and young people.

Post holders will be expected to be flexible in undertaking the duties and responsibilities attached to their post and may be asked to perform other duties, which reasonably correspond to the general character of the post and are commensurate with its level of responsibility.

Main responsibilities:

1. Work with senior managers and colleagues across the SEND service to create an integrated, efficient and cohesive team for delivery of SEND functions.

2. Lead the ongoing development, promotion and accessibility of the SEND Local Offer, ensuring it meets statutory requirements and reflects the needs and experiences of children, young people and families.
   Coordinate and oversee key reporting cycles and deadlines for internal and external partners, meetings and Boards, across the SEND service.

3. Develop the existing systems across SEND in relation to consulting, communicating, planning, implementing and quality assuring agreed projects.

4. Contribute to the development and the implementation of new systems to increase consultation and co-production with children, young people and families with SEND.

5. Lead on the development of new SEND-focussed projects and programmes that will enhance service delivery and outcomes for children and young people with SEND.

6. Maximise the use of data and local intelligence to identify areas for future service development, ensuring analysis reflects the needs of children and young people with SEND.

7. Provide accurate, timely, relevant and objective information and/or reports to line manager, other senior managers and stakeholders as appropriate, including best practice and innovative approaches to improve participation.

8. Develop and maintain effective networks and working groups within the service and with partners in order to initiate, develop and implement projects and support co-production across SEND.

9. Co-ordinate or undertake action research projects to disseminate across services, agencies and other stakeholders within the council.

10. Co-ordinate training opportunities and information sharing where required to ensure skills and knowledge across SEND and the wider partnership are kept up to date and consistent in approach.

11. Have an awareness of national and local policy development and current research which may inform local strategies.

12. To represent the local authority at any appropriate meetings and feedback all relevant information to manager/service.

13. To support senior managers as appropriate in any related matters regarding developments and events and coordinating with stakeholders.

Knowledge, skills and experience:

- Degree educated or equivalent demonstrable experience.
- Prince2 qualification or equivalent demonstrable experience in project management.
- Excellent IT skills including Word, Excel, Publisher and finance systems and able to produce detailed reports and analysis of data.
- Good understanding of Education policy including the SEN Code of Practice (2015).

- Experience of developing, managing and implementing projects in a multi-disciplinary and partnership environment.
- Experience of undertaking research to identify changes in technology, new techniques, up to date methodology and driving the implementation of new systems.
- Evidence of continuous professional development.
- Good understanding of council policies and strategies and their implementation including knowledge of Communications policy, Finance, Customer Service policies and practice.
- In-depth knowledge of budget monitoring, data input and reporting systems
- An understanding of the functions of the council in implementing local and national policy.
- Experience of working in partnership with a range of services, partners, colleagues and stakeholders.
- Experience and understanding of social media channels and digital technologies.
- Excellent communication and interpersonal skills including the ability to work with people at all levels.
- Ability to provide accurate, timely, relevant and objective information and/or reports
- Ability to maximise the use of data and local intelligence to identify areas for future service development.
- Good presentation skills.
- Ability to work on own initiative and as part of a team.
- Excellent time management and organisational skills.
- Must be able to complete the Awareness level of Safeguarding Training before any direct contact or work with children and ability to work towards the Intermediate within 6 months of employment.

Creativity and innovation:

The post requires the holder to use creative and innovative interpretation and problem-solving skills in a number of diverse areas particularly in bringing together children, young people and their families, education providers and specialist teams across education, health and care to implement the requirements of the Education

and Inspections Act (2006), Children & Families Act and the SEND Code of Practice (2015).

This will involve supporting project and business plans, funding applications, etc. Whilst guidance will be given by the Manager these issues are not defined within set policies.

The post holder will:

- Establish key stakeholder groups where this will promote the wellbeing and achievement of children and young people.
- Identify, research and recommend key policy priorities/strategies in relation Education including SEND and quality assurance systems.
- Create training materials, deliver training and monitor the impact of any initiatives to respond to the needs of service users.
- Seek new and creative ways of capturing the voice of children and young people and their families.
- Co-ordinate the Local Offer development to improve accessibility of and compliance with statutory requirements.
- Develop key documents for projects (e.g. Project Initiation Documents, Business Plans and financial planning), presenting findings to Assistant Director Education/Heads of Service for approval.
- Produce publicity materials.
- Research examples of good practice.
- Present proposals to different types of audiences.
- Identify and prepare funding bids.
- Develop effective ways of enabling inclusive partnership working to maintain positive working relationships.
- Engage with 'hard to reach' groups within the service area, for example families, parents/carers.
- Respond quickly and intelligently to change, using creativity to overcome problems and find solutions.

Contacts and relationships:

The post holder will advise the council and its outside partners on complex funding and project development issues, which will have major implications for both the council and its partners. They may be required to represent the service and agreed

courses of action, which can have substantial impact on the organisation's resources.

The post holder will be in regular contact with:

- Senior Managers and other officers across Education, Children and Families, the Council, providing information and advice on project development and delivering of training.
- External Partnerships – providing advice, support and guidance on project development, funding and project management.
- External Consultants – collaboration on projects and partnership working.
- Community Leaders i.e. voluntary organisations – coordinating meetings, information sharing, delivery of training.
- Education Providers – consulting, information sharing, delivery of training
- Parent/carers organisations – representing the local authority where matters raised may be contentious.
  Youth Council representatives – consultation, present information and partnership working.
- Daily contact with key colleagues in education, health and care & across the Children and Families portfolio – information sharing and providing reports as needed.

The post holder will also be in contact with the following, as and when required, to provide information, updates and respond to queries on projects and programmes:

- Residents and communities within North Lincolnshire
- Humber and North Yorkshire Integrated Care Board, NLAG ad RDASH
- Education providers – maintained schools and academies, free schools and independent specialist; early years setting settings and post 16 providers.

Decision making:

The postholder operates with a high degree of professional autonomy in determining priorities, sequencing and delivery approaches for complex SEND improvement activity, advising Heads of Service and Assistant Directors on strategic options, risks and mitigations.

Decision will be taken on:

- Consultation processes to be undertaken and methods
- Project development opportunities
- Identifying appropriate initiatives and funding streams which will aid development and improvements for the service area
- Developing strategic options and making recommendations to senior leaders on SEND system priorities and improvement approaches.
- Identifying colleagues and external partners who can best support projects
- Prioritisation of own workload
- Finding solutions and providing recommendations to line manager on complex and contentious issues
- How to balance diverse needs of partners with setting priorities.

Decisions taken by the post holder will have an impact on the delivery of the project, this could include budgetary, timescale and design changes.

The impact of these decisions could affect the council's wider budget and the ability to achieve the project outcomes within the project timescale.

Responsibility for resources:

Physical resources:

Mobile phone and laptop computer (£450)

Responsibility for additional IT resources, such as audio-visual equipment and digital technology for meetings/project development/evaluation/training - £500 (this responsibility is shared with 5 others).

Hybrid working

WORK ENVIRONMENT

Work demands:

This is a challenging and demanding role. The post holder will need to be organised and resilient.

The post holder will face significant work demands due to the nature of the work. This is because multiple projects will run concurrently with conflicting deadlines and priorities. The individual will need to be flexible and innovative to meet changes in workload, deadlines, priorities and circumstances that arise from working within the service area, the council and regional level for their involvement in the decision-making process. This is within a changing government agenda.

Partnership meetings are all held in and out of normal working hours and will require the post-holder to manage their time and workload to accommodate this.

The post holder will be required to transport themselves across North Lincolnshire and the wider region.

Physical demands:

- Office based combined with activity at venues across Education.
- Specific projects may include 'fieldwork' such as periods of time working within schools and settings, which could include sitting in low chairs
- Regular use of IT systems

Working conditions:

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Office based with some outreach activity at locations across the service.

Work context:

The post involves contact with partners and service users, occasionally at alternative locations and will involve some risk as there will be contact with service users who may display challenging behaviours.

Position in organisation:

Indicate how many staff the post is directly accountable for: 0

Are posts in more than one location? Yes ☐ No ☐
Is this at the same site? Are the posts managed highly mobile?

Is the supervision/management shared with another post in the structure?
Yes ☐ No ☐

Please indicate which post(s)
_____

You must provide an organisation chart that shows where the job sits within the structure. This should be a simple diagram but with enough detail to put the job into context, i.e. the post holder may manage different groups of staff undertaking different tasks. The chart must show the job in question, the job to which it reports, those jobs which report alongside it and subordinate posts.

Head of SEND and Children' Disability
I
Lead Officer SEND
I
SEND Strategic Development Officer

Job Description Version Control	
Date evaluated	

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Date updated	
Updated by (manager name)	
Checked by (HR name)	

ESSENTIAL CRITERIA	ASSESSED THROUGH:
Knowledge, Skills and Experience	**Application form (follow up at interview)**

- Prince2 qualification or equivalent demonstrable experience in project management.
- Experience of developing, managing and implementing projects in a multi-disciplinary and partnership environment.
- Experience of undertaking research to identify changes in technology, new techniques, up to date methodology and driving the implementation of new systems.
- Evidence of continuous professional development.
- In-depth knowledge of budget monitoring, data input, data analysis and reporting systems
- An understanding of the functions of the council in implementing local and national policy.
- Experience and understanding of social media channels and digital technologies.
- Excellent communication and interpersonal skills including the ability to work with people at all levels.
- Excellent IT skills including Word, Excel, Publisher and finance systems and able to produce detailed reports and analysis of data.
- Ability to provide accurate, timely, relevant and objective information and/or reports
- Ability to maximise the use of data and local intelligence to identify areas for future service development.

Knowledge, Skills and Experience	Interview

- Good understanding of Education policy including the SEND Code of Practice (2015).
- Good understanding of council policies and strategies and their implementation including knowledge of Communications policy, Finance, Customer Service policies and practice.

- Experience of working in partnership with a range of services, partners, colleagues and stakeholders.
- Good presentation skills.
- Ability to work on own initiative and as part of a team.
- Excellent time management and organisational skills.

Education, Training and Qualifications	Original documents

- Degree educated or equivalent demonstrable experience
- Prince2 qualification or equivalent demonstrable experience in project management
- Evidence of continuous professional development.

Working Arrangements	Interview

- The postholder will work in an agile manner and be required to frequently visit education settings, and other council buildings.
- The postholder must be able to transport themselves around the local area in a timely manner.
- Must be able to complete the Awareness Level of safeguarding training before any direct contact or work with children and ability to work towards the Intermediate within 6 months of employment.

DESIRABLE CRITERIA	ASSESSED THROUGH:
Knowledge, Skills and Experience	**Application form (follow up at interview)**

- Taken the lead on the development of new IT projects and programmes that will enhance the service delivery
- Has developed networks and working groups within the service in order to monitor and maintain the quality of provision through the exchange of creative and innovative practice and discussion.

Knowledge, Skills and Experience	Interview

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Education, Training and Qualifications	Original documents

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Working Arrangements	Interview

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THE POST IS SUBJECT TO:	
Disclosure of convictions under the Rehabilitation of Offenders (Exemption) Act 1974	
Yes ✓	**No** ☐
Political restriction	
Yes ☐	**No** ✓
The ability to speak fluent English under the Immigration Act 2016	
Yes ✓	**No** ☐

- Version Control

Author	
Status	
Date approved	
Last updated	