



What Works *for*
**Children's
Social Care**

**Senior Content and
Communications Officer**

Candidate Brief

Dear Candidate,

Thank you for your interest in the Senior Content and Communications Officer role at What Works for Children's Social Care.

Every year over 700,000 children and young people, and their families, have contact with the children's social care sector. Changes in how the sector supports these children and their families can have hugely significant effects that resonate throughout their lifetimes.

The Government's reform programme is increasingly giving control over how services should be run – along with accountability for the results – to the practitioners and practice leaders who are closest to children, young people and their families. Local authorities up-and-down the country, supported by a range of other organisations both statutory and third sector, are using that freedom to try different ways of designing and delivering children's services.

With so much innovation taking place – and so much potential for change – the sector needs an independent organisation to look across all of this work and systematically develop the evidence base on what works, for whom, under what circumstances, and how. This is the best encapsulation of the What Works mission – to collect the best evidence on what we already know, work with the sector to prioritise the many questions that remain unanswered, fund research, and determine how best to make evidence relevant and accessible to decision makers.

What Works for Children's Social Care is the largest funder of children's social care research in England. Our ambitious research agenda is seeing a growing number of high quality impact evaluations being carried out to help improve the lives of young people and their families.

Reporting to the Centre's Head of Communications, the post holder will have a key role in ensuring that the research we produce has the maximum impact for children. By supporting and implementing the communications and marketing activity for the Centre, in particular through the use of engaging digital outputs, this role presents an exciting opportunity to make a real difference.

Thank you for your interest and I look forward to hearing from you.

Eleanor Briggs

Director of Policy, What Works for Children's Social Care

The Role

This role will be responsible for supporting and implementing the communications and marketing activity for WWCS, bringing our research alive and making sure it has maximum impact. You will work primarily on ensuring all our outputs are engaging and impactful, and are reaching our key audiences in ways that resonate with them. You will work day to day with the Centre's team and with teams of collaborators. You will report to WWCS's Head of Communications, but will work closely with everyone in the team, in particular the Policy and Engagement teams. Specific tasks will include but not be limited to:

- Leading on the development and dissemination of digital content eg animations, gifs, infographics - including identifying suitable opportunities for digital content, storyboarding and drafting text, liaising with relevant teams for content and sign-off, disseminating across various platforms to gain maximum return on investment
- Leading in-house design of reports, publications etc - including scheduling of work, ensuring faithfulness to brand guidelines and good design principles, ensuring accessibility standards across all our outputs
- Supporting and implementing the strategic communications and engagement plans for WWCS and its projects
- Managing the WWCS website and social media channels
- Supporting the delivery of WWCS events and webinars and assisting with content - advising internal and external stakeholders to ensure content is in line with WWCS strategic objectives, relevant and engaging for audiences; suggesting potential topics, angles and speakers
- Working closely with the research and programme management teams to ensure lessons, stories, outputs and outcomes from the Centre are captured and shared in the most appropriate and effective ways
- Drafting copy for a wide range of external audiences
- Representing the Centre at conferences and engagement events
- Any other reasonable duties as specified by your line manager to further the objectives of WWCS.

The Person

- Proven experience of marketing and communications skills gained in a similar role
- Demonstrable skills in design, video and/or animation
- Experience in the use of Adobe Creative Suite programmes
- Ability to work across a range of projects with competing demands
- Attention to detail
- Excellent project management skills
- Experience of creating content for a wide range of audiences and purposes
- Knowledge of the children's social care sector (desirable)
- Interest in evidence-based policy and solutions

Initial Terms and Conditions of Appointment

- **Remuneration:** Circa £30,000k plus excellent benefits
- **Time Commitment:** Full time role (37.5 hours per week). We will also consider secondments
- **Location:** Central London. Travel around England may be required occasionally
- **Term:** Permanent
- **Other:**
 - Reports to WWCS Head of Communications
 - This role is not a public appointment

How to apply

To apply, please send your CV and a supporting statement outlining clearly how you meet the above criteria to hr@whatworks-csc.org.uk, citing "WWCS Senior Content and Communications Officer" in the subject of the email.

Deadline for applications: 5pm, Monday 31 January 2022

Interviews will take place on 8th February.

Introduction to the Centre

About Us

What Works for Children's Social Care seeks better outcomes for children, young people and families by bringing the best available evidence to practitioners and other decision makers across the children's social care sector. We generate, collate and make accessible the best evidence for practitioners, policy makers and practice leaders to improve children's social care and the outcomes it generates for children and families.

Our research looks at the point of referral through to permanence, including adoption, care-leaver support and targeted early help. We focus on children's social care practice in England and draw on and share learning at the international level.

We were commissioned by the Department for Education and work with a range of stakeholders. Engagement and co-design are central to our approach and we are working in close consultation with leaders, practitioners, children and young people, families and researchers across the sector to:

- Identify gaps in the evidence, and create new evidence through trials and evaluations
- Collate, synthesise and review existing evidence
- Develop, test and publish tools and services that support the greater use of evidence and inform the design of the future Centre
- Champion the application of robust standards of evidence in children's social care research.

WWCSC collates, produces, and translates research about "What Works" in Children's Social Care through a variety of different methodologies, both qualitative and quantitative, to conduct research that can be used by social workers, leaders in the sector and policymakers to support children and their families.

To do this, all of our research needs to adhere to our four principles:

- Research needs to focus on impact – how does a piece of practice work, how does it impact on social workers, and if we take one action rather than another, what happens as a result?
- We need to bear in mind the nuance of social care. The lives of children and families are complex and complicated, and there are many factors involved in successful social work. What works in one setting for one family might not work in a different circumstance. We need to design our research to take into account – and even celebrate – this complexity.
- Studies have to be useful – if we can't identify who we think should be able to make use of a piece of research, it's not for us. While there is certainly value in more exploratory research, this is not part of the Centre's mission and objectives.
- Everything we do needs to help empower the profession. Our research needs to be conducted with the profession, and not done to them – it needs to provide recommendations, not prescriptions, and it needs to support existing and innovative practice to grow the evidence base.