

Senior Local Offer Coordinator - Family Information Service

Job Description

Position Pay Level: 6

Position Pay SCP: SCP24 - SCP29

Salary: £37,711 - £42,307 (Inclusive of Local Weighting Allowance of £1,130 per annum)

Reports to: Family Information Service Partnership Manager

Number of reports: 1

Responsible for: This role is responsible for providing specialist leadership for the operational delivery, quality assurance, compliance and continuous improvement of Slough's SEND Local Offer. The postholder is recognised as the council's lead professional resource on Local Offer implementation, co-production and information standards, supporting service development across the wider SEND system.

Main purpose of Job:

To lead and coordinate the development, maintenance and continuous improvement of Slough's SEND Local Offer, ensuring information is accurate, accessible, comprehensive, evidence-based and fully compliant with statutory requirements.

The postholder will provide specialist expertise and professional leadership for Local Offer implementation, co-production and information quality assurance, exercising professional judgement to identify priorities, evaluate performance and drive service improvement.

The role will act as the Council's lead operational specialist for the SEND Local Offer, providing expert advice and guidance to managers, partners and providers, influencing practice across the SEND system and ensuring the Local Offer effectively supports children, young people and families.

Main Accountabilities:

- Coordinate the ongoing development, maintenance and continuous improvement of Slough's SEND Local Offer.
- Act as the council's operational lead and specialist adviser for Local Offer implementation, compliance and development, providing expert guidance to colleagues and partners on statutory requirements and best practice.
- Ensure Local Offer content remains accurate, comprehensive, accessible and relevant through robust quality assurance processes.
- Coordinate the collection, validation and review of information from education, health, social care, community and voluntary sector providers.

- Draft, edit and publish clear, accessible and user-focused content that meets council standards and supports families in understanding available SEND services and support.
- Monitor compliance with statutory Local Offer requirements, assess risks and gaps, and recommend corrective actions and improvement priorities to managers and partnership groups.
- Monitor representation of services within the Local Offer and work with providers to address information gaps, ensuring comprehensive coverage across education, health, social care, community and voluntary sector provision.
- Promote accessible and inclusive information, ensuring digital content meets accessibility standards and reflects best practice.
- Undertake periodic reviews of user journeys and user experience, identifying barriers to access and recommending improvements to information presentation and navigation.
- Develop and coordinate communication, engagement and promotional activities, working with communications colleagues to create accessible digital, print and social media content that increases awareness, accessibility and utilisation of the SEND Local Offer amongst families, young people, professionals and partner organisations.
- Develop and maintain Local Offer performance reports, dashboards and monitoring arrangements.
- Analyse website analytics, engagement data, consultation findings and stakeholder feedback to identify trends, gaps and opportunities for improvement.
- Analyse and interpret performance information, stakeholder intelligence and emerging trends to develop evidence-based recommendations that inform service planning, commissioning discussions and SEND improvement activity.
- Support self-evaluation processes and monitor progress against Local Offer improvement plans and associated actions.
- Lead on the coordination of Local Offer evidence and documentation required for inspections, audits, peer reviews and quality assurance processes, ensuring compliance and demonstrating impact and continuous improvement.
- Coordinate the Local Offer co-production programme, ensuring meaningful participation by children and young people with SEND, parents, carers and partner agencies.
- Develop and maintain mechanisms to gather stakeholder feedback and service user experience through consultation, participation and engagement activities.
- Organise and facilitate stakeholder forums, working groups, participation events and consultations, ensuring feedback is analysed and reflected within Local Offer developments and service improvement plans.
- Coordinate the development and publication of "You Said, We Did" communications and manage the annual Local Offer feedback process, ensuring stakeholder feedback is captured, analysed, published and used to drive continuous improvement.
- Build, maintain and influence effective strategic and operational relationships across education, health, social care and voluntary sector partnerships to support collaborative working and improved outcomes for families.

- Prepare reports, briefing papers, presentations and annual feedback reports for managers, governance groups and partnership meetings.
- Provide authoritative specialist advice, challenge and guidance to colleagues, managers, partners and providers regarding Local Offer duties, statutory compliance, co-production practice, accessibility and information quality standards.
- Support providers and partners to contribute information to the Local Offer and maintain high-quality service information.
- Support wider SEND improvement programmes, inspections and initiatives as required.
- Ensure all activities are undertaken in accordance with safeguarding policies, equality legislation, information governance requirements and council procedures.
- Maintain accurate records and documentation relating to Local Offer activity and stakeholder engagement.
- Identify risks relating to Local Offer compliance, accessibility, information quality, stakeholder engagement and reputation, implementing mitigations and escalating issues where appropriate.
- Lead the evaluation of Local Offer effectiveness through performance analysis, stakeholder feedback and benchmarking activity, making recommendations to support continuous improvement and strategic priorities.
- Represent the Local Offer at partnership meetings, working groups and service improvement forums, providing specialist knowledge and professional challenge where required.
- Undertake other duties commensurate with the level and responsibility of the post.

Special Requirements

- Ability to travel across the borough and occasionally outside the borough.
- Occasional evening and weekend working.

Person Specification:

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Area	Description	Essential/ Desirable	Method: Application (A) Interview (I) Test (T)
Experience	Experience of leading or coordinating service improvement initiatives, engagement programmes or operational projects, using professional judgement to achieve outcomes.	E	A, I
	Experience of working collaboratively across organisational and partnership boundaries, developing effective relationships with education, health, social care, community and voluntary sector partners.	E	A, I
	Experience of gathering, analysing and interpreting complex information, feedback, performance data and stakeholder intelligence to identify trends, gaps and opportunities for improvement.	E	A, I
	Experience of designing, coordinating and evaluating consultation, engagement and co-production activities, ensuring feedback informs service development and decision-making.	E	A, I
	Experience of producing reports, briefing papers, presentations and recommendations for managers, partnership boards or governance groups.	E	A, I
	Experience of maintaining and developing information systems, websites, databases or digital information platforms, applying quality assurance and continuous improvement approaches.	E	A, I
	Experience of applying statutory guidance, policy frameworks and regulatory requirements to	E	A, I

Area	Description	Essential/ Desirable	Method: Application (A) Interview (I) Test (T)
	operational practice and service delivery. • Experience of supporting inspection, audit, self-evaluation or quality assurance processes and maintaining evidence to demonstrate impact and compliance. • Experience of providing advice, guidance or support to colleagues, partners or service providers to improve practice and service delivery	D D	A A
Skills and abilities	• Strong verbal and written communication skills, with the ability to present complex information clearly and appropriately to a range of audiences. • Ability to analyse, interpret and evaluate information from multiple sources and translate findings into practical recommendations for service improvement. • Strong organisational and coordination skills, with the ability to manage competing priorities, monitor progress and deliver outcomes within agreed timescales. • Ability to work independently, exercise professional judgement and make informed decisions within established frameworks and procedures. • Strong facilitation, engagement and co-production skills, with the ability to encourage meaningful participation from children, young people, families and professionals. • Ability to build, maintain and influence positive working relationships across multi-agency partnerships.	E E E E E	A, I A, I A, I A, I A, I

Area	Description	Essential/ Desirable	Method: Application (A) Interview (I) Test (T)
	- Ability to prepare and present reports, performance information and recommendations to support decision-making and service development. - Analytical and problem-solving skills, including the ability to identify emerging issues, evaluate options and propose solutions. - Ability to provide specialist advice and guidance regarding Local Offer requirements, co-production principles, information standards and statutory expectations. - Strong digital skills, including the effective use of website content management systems, databases, reporting tools and Microsoft Office applications. - Ability to develop accessible, user-centred information and communication materials that meet accessibility standards and best-practice principles. - Strong attention to detail and commitment to accuracy, ensuring information remains reliable, compliant and of a high quality.	E E E E E D	A, I A, I A A A A
Knowledge and understanding	- Detailed understanding of SEND legislation, the Children and Families Act 2014, SEND Regulations and the SEND Code of Practice. - Detailed understanding of statutory Local Offer duties and the role of the Local Offer in improving outcomes for children and young people with SEND and their families. - Strong understanding of co-production principles and approaches to meaningful participation and engagement.	E E E	A, I A, I A, I

Area	Description	Essential/ Desirable	Method: Application (A) Interview (I) Test (T)
	- Knowledge of service improvement methodologies, performance monitoring and continuous improvement approaches. - Understanding of digital accessibility requirements, inclusive communication principles and user-centred information design. - Knowledge of information governance requirements, GDPR, confidentiality and data quality standards. - Understanding of safeguarding responsibilities relating to children, young people and vulnerable adults. - Understanding of partnership working and the respective roles of education, health, social care and voluntary sector organisations within the SEND system. - Understanding of equality, diversity and inclusion principles and their application in service design and delivery. - Knowledge of inspection, quality assurance and accountability frameworks relevant to SEND and children's services.	E E E E D D D	A, I A, I A, I A, I A A A
Qualifications	- Level 6 qualification (degree or equivalent professional qualification) in SEND, Education, Children's Services, Family Support, Social Care, Community Development, Public Service, Communications, Information Management or a related field, or substantial equivalent professional experience demonstrating competence at this level. - Evidence of ongoing professional development in SEND, co-production, service improvement,	E D	A, I A

Area	Description	Essential/ Desirable	Method: Application (A) Interview (I) Test (T)
	accessibility, information management, project management or leadership. - Professional qualification or training in project management, engagement, participation, service improvement or leadership and management. (Desirable) - Training or professional development related to SEND legislation, accessibility, information governance or quality assurance. (Desirable)	D	A