



Role Profile

SENDIASS Manager
Children's Services, Practice and Development

Role Profile: Manager SENDIASS	Role Profile Number: SBC_12736
Directorate: Children's Services	Reporting to: Designated Social Care Officer
Grade: CFL10/35	Date Prepared: September 2026

Our Values

Our [Values](#) shape how we work for the people of Swindon. They guide how we make decisions, how we deliver services and how we work with our communities and partners.

Our Values are:

We SEE – people, not problems – and stay curious to understand their story.

We HEAR – each other and the people we serve

We CARE – about our colleagues, our residents and our community

We ACT – with integrity, accountability and purpose

We LEARN – from data, feedback and experience so we keep improving

These five values describe the standards we hold ourselves to as a Council, and what residents and partners can expect from us.

The Swindon Commitment

The [Swindon Commitment](#) shows how we bring our Values to life every day, in every role, across all that we do. It turns our Values into practical promises between the Council, our colleagues and the people we serve so we can work together to deliver the best possible services and support.

Created with colleagues from across the organisation, the Swindon Commitment sets out a shared understanding of how we work, lead and behave. Rooted in our five core values, it reflects how we listen to, include and respond to residents, communities and each other.



Purpose:

The purpose of SENDIASS (Special Educational Needs and Disabilities Information, Advice and Support Service) is to provide free, impartial, confidential and accurate information, advice and support about education, health and social care for children and young people (0-25) and their parents and carers on matters relating to special educational needs and disability.

The SENDIASS Manager leads and manages a team of officers and provides strategic direction for the work of the service, ensuring it meets the needs of service users and operates impartially and independently from statutory decision-making functions to achieve its objectives in accordance with SEND legislation and National Minimum Standards.

SENDIASS adopts a graduated response to promote independence and self-advocacy for young people, parents and carers. **Information** is provided first on the assumption that parents and carers can use this to empower themselves to make decisions and navigate processes independently. **Advice** is provided where clarity is needed on how information applies to particular circumstances. **Support** is provided where young people, parents and carers cannot take next steps independently based on the information and advice provided. Where support is needed, SENDIASS work towards agreed outcomes that help young people, parents and carers to:

- understand SEND processes and practice
- make informed decisions about their education, health, and social care
- understand their rights in relation to SEND law
- communicate their needs and wishes

As part of working towards delivering the Swindon plan, SENDIASS will be embedded through Community Hubs and communities to offer place-based support enabling young people, parents and carers to easily access information, advice and support, face-to-face where necessary, and as early as possible in the child or young person's SEND journey.

Key responsibilities and accountabilities:

- To give leadership, support and direction to SENDIASS with a strengths and relational focus to build trust and commitment and enable the service to achieve its objectives.
- To manage and develop membership of the SENDIASS Steering Group across partner agencies (education, health and social care) and service user groups (parent carer and young people's forums).
- To lead on regular monitoring and review of the work of SENDIASS and produce data-rich service delivery reports for the SENDIASS Steering Group and associated management committees and partnership boards.

- To lead strategic planning for the development of the service in consultation with the Steering Group to ensure the service meets National Minimum Standards and the needs of local service users.
- To work with commissioners to ensure SENDIASS is effective and efficient in delivering against the National Minimum Standards which set out a need for a clearly defined jointly commissioned service.
- To foster and maintain working relationships with Head teachers, FE principals, SENCOs, SEND teams, children's and adult social care, health commissioners and providers so that they are aware of SENDIASS, its remit and who the service is for.
- To actively develop awareness of the service ensuring it is known to as wide a group as possible, and increasing the engagement of under-represented groups and seldom heard individuals.
- To ensure the views and experiences of parents, carers, children and young people with SEND (Experts by Experience) actively inform service planning, development and continuous improvement.
- To ensure the voices of children and young people are actively sought and influence service design, evaluation and development.

Supplementary Accountabilities

- This job description is intended as a general guide to the duties of the post and is not inflexible. It may be altered from time to time to reflect the changing needs of the organisation in consultation with the post holder.
- To perform such other duties, necessary to the post, as shall be agreed with the Head of Service from time to time.

Managerial

- To manage the day-to-day organisation and delivery of an 'arm's length' service including the deployment, recruitment, development and performance management of staff and volunteers to ensure the successful delivery of the service and continuous improvement in service delivery.
- To manage a team of SENDIASS Officers that provide appropriate and timely information, advice and support that empowers young people, parents and carers to express their views and wishes and helps them to understand and exercise their rights in matters including exclusion, complaints, SEND processes, and SEND appeals.
- To ensure appropriate support is available to families experiencing disagreement or conflict, including advice regarding disagreement resolution, mediation and SEND appeal processes.

- To oversee and respond appropriately to feedback from service users and others; capturing compliments, complaints, outcomes and impact.
- To maintain and oversee a quality assurance and evaluation framework that evidences service impact, outcomes, compliance with National Minimum Standards and continuous service improvement.
- To manage and supervise the delivery of confidential case work with young people, parents and carers, ensuring compliance with GDPR, Data Protection legislation and confidentiality requirements
- To ensure safeguarding concerns relating to children, young people and vulnerable adults are recognised and responded to appropriately
- To ensure that SENDIASS provides an all year-round flexible service during normal office hours and that support is offered in a range of ways, including face to face, a direct telephone helpline with a 24-hour answer machine and call back service, email, a stand-alone website, and social media.
- To ensure promotional and information resources are available in a variety of formats which are accessible to children and young people with SEND and their parents and carers.
- To ensure that SENDIASS offers training to local education, health and social care professionals, young people, parents and carers to increase knowledge of SEND law, guidance, local policy, issues and participation.

Professional

- To represent SENDIASS at national, regional and local levels where appropriate and to ensure that the service is presented in a professional manner to its stakeholders.
- To develop collaborative relationships with education, health and care providers to promote the best possible outcomes and provision for children and young people, resolving difficult situations sensitively and undertaking negotiations while maintaining independence.
- To complete appropriate professional development and IPSEA legal training in order to provide service users with up-to-date knowledge and information on the law as it relates to SEND.

Decision making:

- To be responsible for the service's development plan that should include specific actions and improvement targets

- To manage and deploy SENDIASS' budget, working within budgetary constraints, considering best value and ensuring efficient use of resources.

Creativity and innovation

- To identify changes in existing procedures to make a positive difference

Job Scope

Number and types of jobs managed:	Up to 6 people
Budget Holder:	Yes
Budget Value:	Up to £300,000
Asset Responsibility:	SENDIASS website and case management system

PERSON SPECIFICATION

Qualifications:	Essential or Desirable
• Educated to degree level in a relevant field	E
• Willingness to undertake training on SEND legislation	E
Knowledge and Experience:	
• Experience in successfully leading service delivery and development	D
• Extensive experience working directly with children and young people with special educational needs and disabilities and their parents or carers	E
• Detailed knowledge of the education system	E
• Working knowledge of the SEND Code of Practice	E
• Experience of supervising and managing staff	D

• Experience of managing highly-complex and high-profile contentious situations	E
• Experience of managing budgets and funding to ensure efficient use of resources	D
• Knowledge of safeguarding, data protection and health and safety good practice	E
• Knowledge of employment legislation and human resources good practice	D
• Knowledge and strong commitment to equalities and non-discriminatory practice	E
Aptitudes, Skills and Competencies:	
• Strong commitment to customer care and the delivery of a high quality service	E
• Excellent people management skills with ability to coach and develop individuals working within a team	E
• Excellent listening, communication and interpersonal skills	E
• Ability to act on information and represent the organisation effectively	E
• Ability to network and build constructive working relationships and partnerships	E
• Excellent analytical and problem solving skills with ability to assimilate information from a variety of sources to produce presentations, documents, reports and statistical data in tables and charts	E
• IT skills including the ability to use email efficiently, store and retrieve data from a database, and manage a website	E
• Ability to prioritise workload, work to deadlines and use initiative	E
• An innovative and creative approach to change and challenge	E
• Ability to manage / monitor and work within budgets	E

Other Key Features of the role

It should be noted that the duties and tasks associate with this post may change from time to time without altering their general character or the level of responsibility entailed. The above duties and activities associated with this job are neither exclusive nor exhaustive and the job holder may be called

upon to carry out other such appropriate duties as may be required within the grading level of the job.

