



## Role Profile

Role Title: Best Start Parenting Officer

*Directoriate: Public Health Strategy*

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| <b>Role Profile:</b> Best Start Parenting Officer | <b>Role Profile Number:</b> SBC_12737          |
| <b>Directorate:</b> Public Health Strategy        | <b>Reporting to:</b> Best Start Programme Lead |
| <b>Grade:</b> 9                                   | <b>Date Prepared:</b> July 2026                |

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| <p><b>Our Values</b></p> <p>Our <a href="#">Values</a> 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.</p> <p>Our Values are:</p> <p><b>We SEE</b> – people, not problems – and stay curious to understand their story.</p> <p><b>We HEAR</b> – each other and the people we serve.</p> <p><b>We CARE</b> – about our colleagues, our residents and our community.</p> <p><b>We ACT</b> – with integrity, accountability and purpose.</p> <p><b>We LEARN</b> – from data, feedback and experience so we keep improving.</p> <p>These five values describe the standards we hold ourselves to as a Council, and what residents and partners can expect from us.</p> <p><b>The Swindon Commitment</b></p> <p>The <a href="#">Swindon Commitment</a> 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.</p> <p>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.</p> <div> <div>  <p><b>We See</b></p> <p>people, not problems – and stay curious to understand their story.</p> </div> <div>  <p><b>We Hear</b></p> <p>each other and the people we serve.</p> </div> <div>  <p><b>We Care</b></p> <p>about our colleagues, residents and community.</p> </div> <div>  <p><b>We Act</b></p> <p>with integrity, accountability and purpose.</p> </div> <div>  <p><b>We Learn</b></p> <p>from data, feedback and experience to keep improving.</p> </div> </div> |
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**Purpose:**

The Best Start Parenting Coordinator will coordinate and develop Swindon's parenting offer, with a particular focus on families with children aged 0–5 as part of the Best Start in Life programme. Working closely with partners across statutory, community and voluntary sector services, the postholder will support the implementation of strategic priorities by ensuring parenting support is well-connected, accessible, equitable and responsive to the needs of local families.

The postholder will maintain an up-to-date understanding of the parenting and family support landscape across Swindon, mapping available provision, identifying gaps, duplication and unmet need, and working with partners to promote a coordinated and cohesive parenting offer. This includes developing strong working relationships with Families First teams, Community Hubs, health services, early years providers, schools and voluntary and community sector organisations to improve pathways into support and ensure families receive the right help at the right time.

The role will support the delivery of the Best Start in Life programme by coordinating parenting provision across the borough, monitoring reach and accessibility, and helping to ensure services are delivered in ways that address inequalities and improve outcomes for priority population groups.

The postholder will provide line management, supervision and professional support to a small team of Family and Parenting Workers, ensuring the effective and high-quality delivery of evidence-based parenting interventions and programmes. They will oversee workforce planning, performance management, quality assurance and practice development to support positive outcomes for children and families.

Whilst maintaining oversight of service delivery and outcomes, the postholder's primary focus will be on coordination, partnership working and service improvement, rather than direct operational responsibility for the wider parenting strategy and commissioning arrangements.

**Key responsibilities and accountabilities:**

- To coordinate the delivery of Swindon's parenting offer, with a particular focus on families with children aged 0–5 as part of the Best Start in Life programme.
- To maintain an overview of parenting and family support provision across Swindon, mapping services, identifying gaps, duplication and unmet need, and supporting the development of a coordinated approach to delivery.
- To work collaboratively with Families First, Community Hubs, health services, early years providers, education settings and voluntary and community sector organisations to improve access to parenting support for families.

- To support the implementation of Best Start in Life priorities by ensuring parenting support is accessible, equitable and responsive to local need, including targeted approaches for priority population groups.
- To develop and maintain effective partnership working arrangements, referral pathways and communication processes that support families to access the right support at the right time.
- To provide line management, supervision and professional support to a team of Family and Parenting Workers, ensuring the effective delivery of evidence-based parenting interventions.
- To oversee workforce development, performance management and quality assurance activity within the parenting team.
- To monitor service performance, participation and outcomes, using data, feedback and evaluation to identify opportunities for service improvement and increased reach.
- To contribute to practice and learning reviews, quality assurance activity and service evaluations to improve outcomes for children and families.
- To maintain accurate, concise and up-to-date records, performance information and reports in accordance with departmental guidance and organisational requirements.
- To share information and contribute to assessments as required, working within safeguarding legislation, policies and procedures.
- To support the delivery of evidence-based parenting interventions where required to meet service needs, maintain programme accreditation or support workforce capacity.
- To undertake duties during flexible working hours that meet the needs of children and families, including occasional evenings and weekends within contractual hours.
- To contribute to a professional service that safeguards and promotes the welfare of children, young people and families.
- To undertake any other duties commensurate with the grade of the post.

#### **Supplementary Accountabilities**

- To advocate on behalf of children, parents and families where appropriate.
- To support the development of volunteers, peer supporters and mentors.
- To maintain accreditation and competence in relevant evidence-based parenting programmes through ongoing training and professional development.
- To undertake Train the Trainer responsibilities where required and support the development of practitioners across children's services and partner agencies.
- To contribute to the development of new approaches, pathways and resources that improve engagement, accessibility and outcomes for families.
- To ensure the voice of children, parents and carers informs service improvement and future development.

### **Managerial**

- Line management responsibility for four Family and Parenting Workers.
- Responsibility for staff supervision, appraisal, performance management, wellbeing and professional development.
- Responsibility for monitoring the quality and consistency of programme delivery across the team.
- Responsibility for promoting integration and a positive culture of working across services and organisations.

### **Professional**

- Maintain a current understanding of local parenting, family support, early help and Best Start in Life priorities.
- Develop and maintain effective relationships with partner agencies and stakeholders across Swindon.
- Promote strengths-based, inclusive and relationship-focused practice.

### **Decision Making**

- Prioritisation and coordination of parenting provision in response to identified needs and service demand.
- Decisions relating to staff management and allocation of work within the team.
- Identification and escalation of gaps, emerging needs and service risks to senior managers.
- Professional judgement regarding safeguarding concerns, risk management and information sharing.
- Recommendations regarding service development and improvements to parenting provision.

### **Creativity and Innovation**

- Develop innovative and flexible approaches to improve engagement with parenting support.
- Identify opportunities to improve accessibility and reduce barriers to participation for priority groups.
- Use data, feedback and local intelligence to inform service improvement and partnership working.
- Support the development of community-based approaches that strengthen local parenting support networks.

### **Job Scope**

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|------------------------------------------|------------------------------------|
| <b>Number and types of jobs managed:</b> | 4 FTE Family and Parenting Workers |
| <b>Budget Holder:</b>                    | No                                 |
| <b>Budget Value:</b>                     | N/A                                |
| <b>Asset Responsibility:</b>             | N/A                                |

## PERSON SPECIFICATION

| <b>Qualifications:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Essential or Desirable</b>       |
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| <ul style="list-style-type: none"> <li>• Essential - Recognised qualification in a relevant field (level 3 or above) i.e. parenting support, family work, social care, housing, youth work (qualified grade) or an ability to demonstrate recent, relevant and substantial experience (unqualified).</li> <li>• Essential - Willingness to undertake further training as required.</li> <li>• Desirable - Qualification/Accreditation in evidence-based parenting programs i.e. PEEP, Togetherness/Solihull Approach, Family Links, RESPECT RYPP, Freedom Program or similar would be desirable.</li> </ul> | <p>E</p> <p>E</p> <p>D</p>          |
| <b>Knowledge and Experience:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                     |
| <p><i>Candidates must have substantial knowledge and experience in the following areas of business.</i></p> <ul style="list-style-type: none"> <li>• General working knowledge of relevant legislation, guidance, policy, procedures and working knowledge of positive parenting.</li> <li>• Working knowledge of child development and care practice which might include early years, primary aged children and/or teenagers.</li> <li>• Thorough knowledge and understanding of safeguarding.</li> <li>• Knowledge of assessment and planning for children and families.</li> </ul>                       | <p>E</p> <p>D</p> <p>E</p> <p>D</p> |

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| <ul style="list-style-type: none"> <li>• Proven experience of using a variety of approaches to encourage initial and sustained engagement by parents including assertive outreach, persistence, motivation and empowerment.</li> </ul> | D |
| <ul style="list-style-type: none"> <li>• Experience of working with issues of conflict and confrontation and an ability to diffuse difficult situations.</li> </ul>                                                                    | D |
| <ul style="list-style-type: none"> <li>• Understanding of the complex and changing nature of relationships</li> </ul>                                                                                                                  | D |
| <ul style="list-style-type: none"> <li>• Knowledge and ability to work within a local community of diversity and diverse needs.</li> </ul>                                                                                             | E |
| <ul style="list-style-type: none"> <li>• Ability to prioritise your work and meet deadlines.</li> </ul>                                                                                                                                | E |
| <ul style="list-style-type: none"> <li>• Ability to build effective relationships with parents and their families in the community to ensure that all health, educational, emotional, physical and social needs are met.</li> </ul>    | E |
| <ul style="list-style-type: none"> <li>• Ability to work autonomously and as part of a team.</li> </ul>                                                                                                                                | E |
| <ul style="list-style-type: none"> <li>• Ability to handle complex and challenging situations.</li> </ul>                                                                                                                              | E |
| <ul style="list-style-type: none"> <li>• Ability to attend and contribute to relevant meetings to ensure the best possible outcomes.</li> </ul>                                                                                        | D |
| <ul style="list-style-type: none"> <li>• Experience of leadership and line management</li> </ul>                                                                                                                                       | E |
| <b>Aptitudes, Skills and Competencies:</b>                                                                                                                                                                                             |   |
| <ul style="list-style-type: none"> <li>• Ability in both written and verbal communications.</li> </ul>                                                                                                                                 | E |
| <ul style="list-style-type: none"> <li>• Computer literate and working knowledge of relevant IT software packages including case management system.</li> </ul>                                                                         | E |
| <ul style="list-style-type: none"> <li>• Ability to travel to a range of sites, and family homes as required.</li> </ul>                                                                                                               | E |
| <b>Special Conditions of Recruitment:</b>                                                                                                                                                                                              |   |
| An enhanced DBS will be required                                                                                                                                                                                                       | E |

#### Other Key Features of the role

The post holder may be working with parents who are in crisis, distressed, emotional, and challenging therefore you will require a level of resilience to manage this. Supervision and support will be available to assist you in this.

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.

