

# Barnet Education and Learning Service



## Local offer communications co-ordinator

**Barnet Education & Learning Service (BELS)**

**Closing Date: 19/09/2025**

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## Welcome to Barnet Education & Learning Service (BELS)

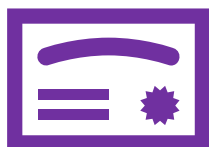
### About Us

<https://www.bels.org.uk/>

Barnet Education & Learning Service (BELS) is a local authority owned company responsible for providing Barnet Council's Education & Skills service to Barnet schools and settings.

The BELS Board of Directors has representatives from Barnet Primary Headteachers' Forum, Barnet Secondary Headteachers' Forum and Barent Parent-Carer Forum as well as Senior Leaders from the Council enabling a truly collaborative approach to decision-making and delivery which brings the best outcomes for Barnet's schools, educational settings, colleges, students, and young people. The Board of Directors also includes a BELS Staff Director in addition to our Chief Executive.

Along with statutory services, BELS provides a range of traded services to schools and settings, equipping them with the latest tools, training, and programmes to improve school standards and outcomes.



**95% of Barnet schools are good or outstanding and Barnet is now in the top 10% for almost all measures of achievement in schools and the top 5% for many of the measures.**

We are proud to play a part in creating resilient communities where pupils are high achieving and engaged by providing schools and settings with everything they need to help pupils reach their goals and achieve outstanding outcomes. We have highly experienced teams who stay abreast of new developments and best practices to empower teachers and governors in a changing world.

### Our Values and Behaviours



**Contact Officer: Joann Moore**  
**Department: SEND and Inclusion**  
**Telephone: 020 8359 7703**

Dear Applicant,

**Post: Local offer communications co-ordinator**

Thank you for the interest you have shown in the above opportunity.

This Information Job Pack gives a full explanation of the role and working for Barnet Education and Learning Service (BELS). We are excited to learn what you can bring to BELS and Barnet's schools and settings. If you are passionate about delivering a high level of service, working in a dynamic and supportive team and making a difference then I encourage you to apply for the post.

To apply for this post, please visit: [Recruitment | Barnet Education & Learning Service | London \(bels.org.uk\)](https://www.bels.org.uk/Recruitment/Barnet-Education-&Learning-Service-London)

If you need assistance, please email the BELS HR Team at: [hr.barnetbels@barnet.gov.uk](mailto:hr.barnetbels@barnet.gov.uk) quoting job title.

**The closing date for applications – 19/09/2025 and 5pm**  
**Interviews will be held – 06 or 08/10/2025.**

If you would like to discuss this position on an informal basis, please contact me at: [Joann.Moore@Barnet.gov.uk](mailto:Joann.Moore@Barnet.gov.uk) or 020 8359 7703.

I look forward to receiving an application from you.

Yours faithfully

**Joann Moore** (she/her)

Strategic Lead Inclusion Advisory Team/ Head of Service Barnet Early Years SEND Team  
Specialist Inclusion Services

**Barnet Education and Learning Service**

2 Bristol Avenue, Colindale, NW9 4EW

**Job Title: Local offer communications co-ordinator - Permanent**  
**Hours: 36 Hours per Week (we are open to 0.8 FTE)**  
**Salary: £37,692 - £39,276 per annum fully inclusive (pro rata)**

An exciting opportunity has arisen for a Local Offer Coordinator to join BELS on a permanent basis. BELS is about education – we exist to ensure outstanding outcomes for children and young people in Barnet.

Local authorities must publish a Local Offer. This sets out information in one place about the local provision available across education, health and social care for children and young people in their area who have SEN or are disabled. This is for both those young people with an Education Health & Care Plan (EHCP) and those with SEND needs and no EHCP.

The Local Offer has two key purposes:

- To provide clear, comprehensive, accessible and up-to-date information about the available provision and how to access it, and;
- To influence and inform provision so that we are more responsive to local needs and aspirations. By directly involving disabled children and those with SEN, and their parents, service providers will adapt and deliver better services.

This role will ensure that the two key purposes are achieved through the coordination, collection, and dissemination of information via the published online Local Offer, ensuring the availability of information for children and young people with special educational needs and disabilities (SEND) aged 0-25 years, their families, and the professionals who work with them.

You will:

- Know about the range of services and organisations that work with and support children and young people, aged 0-25, who have special educational needs or disabilities (SEND).
- Be able to apply statutory guidance, such as Children and Families Act 2014, Equality Act 2010 and SEND code of practice to delivery of the Barnet Local Offer
- Have demonstrable experience of establishing and maintaining partnerships with a range of internal and external stakeholders
- Experience of developing and disseminating information for a range of different audiences, in a variety of formats, in a multicultural borough context.

In return, we offer an excellent package including:

25 days annual leave, plus 8 bank holidays

Flexible and hybrid working

Voluntary pension scheme

If you are interested and would like to be considered for this role, please apply to [Recruitment | Barnet Education & Learning Service | London \(bels.org.uk\)](https://www.bels.org.uk/Recruitment/Barnet-Education-Learning-Service-London) with the completed application form outlining your suitability. In your application, include a supporting statement outlining how you meet the person specification and noting any relevant experience. Please note that CVs will not be accepted.

This is an exciting opportunity to join our dynamic, friendly and supportive team that are dedicated to providing a high-quality service to schools and settings.

Successful candidates will be joining a creative and highly skilled team that is well-regarded and valued by schools and services across Barnet. You will benefit from a supportive senior leadership team committed to promoting the wellbeing of staff and work-life balance, ongoing training and development.

To apply for this post, please visit: [Recruitment | Barnet Education & Learning Service | London \(bels.org.uk\)](https://bels.org.uk)

If you need assistance, please email the BELS HR Team at: [hr.barnetbels@barnet.gov.uk](mailto:hr.barnetbels@barnet.gov.uk) quoting job title.

*For more information about our team, you can view our local offer page here: [Barnet Local Offer :: Home / Info and Advice / How to get help / How specialist education services can help / Educational psychology / EP: Professionals Page \(thisisfocus.co.uk\)](https://barnetlocaloffer.co.uk)*

For an informal conversation about the role, please contact Joann Moore, Strategic Lead, Inclusion Advisory Team. [Joann.Moore@barnet.gov.uk](mailto:Joann.Moore@barnet.gov.uk).

**Closing date for applications: 5pm on 19th September 2025**

**Interview date: 6<sup>th</sup> or 8th October 2025**

Barnet Education and Learning Service is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. An enhanced DBS (Disclosure and Barring Service) with barred list check is required for all successful applicants. In addition, if this post is likely to come under the requirements of the Childcare (Disqualification) 2009 Regulations, the successful applicant will be required to declare.

We are committed to practising in ways that are equitable, anti-racist and culturally responsive and we welcome candidates who share this commitment. We have developed an equity and anti-racism policy which outlines our values and actions in this area including ongoing CPD and offering support to our school community. Recruitment of a diverse workforce that is representative of the community we serve is part of our ongoing commitment and is embedded in this policy and therefore, we welcome applicants who are underrepresented in our profession.

## Section A: Specific Role Profile

### 1. CONTEXT AND PURPOSE OF JOB

Maintaining a Local Offer website is a statutory duty of Barnet Council (delegated to BELS) under the [Children and Families Act 2014](#) and associated [Code of Practice](#) and [Regulations](#).

The Local Offer Website's primary purpose is to:

- provide clear, detailed, accessible, and up-to-date information about the provision available and how it can be accessed (including eligibility criteria). It must be easy to understand and well-signposted.
- Respond to local needs and by directly involving children and young people with SEND and their parents or carers – in addition to service providers – in its development and review.
- Provide information about a range of local agencies, including education, health, and social care services – such as childcare, independent schools or colleges, care placements, apprenticeships, transport arrangements between home and education settings, specialist teachers, therapy services, and other specialist support. It should also include relevant regional and national specialist provision, such as provision for children and young people with rare and more complex SEND.
- The Offer should detail support for both those with Education, Health, and Care (EHC) plans and those without. It must include arrangements for:
  - Identifying and assessing individuals' SEND, including in the early years.
  - Requesting an EHC assessment.
  - Consulting parents.
  - Securing services, provision, and equipment required.
  - Funding and allocation of budgets, including top-up high-needs funding.
  - Supporting transitions between phases of education, plus preparations for adulthood and independent living.
  - Appealing decisions, making complaints, and resolving disagreements with regards to provision.
- The Local Offer website is inspected as part of an Area SEND Inspection.

### 2. ROLE SPECIFIC ACCOUNTABILITIES

1. Work with children's and adults' services, the people who commission services and the people who provide them, including schools and voluntary/community sector providers to collect and compile accurate and up-to-date information about all the services available.

2. Link with relevant colleagues across the council to ensure that the information is relevant and presented in ways to ensure that the local offer is accessible to everyone including those with disabilities, accurate, up to date and responsive to their needs.
3. Ensure that everyone contributes information that is accurate, clear and kept up to date. Monitor the information that received and make sure that any issues with quality and accuracy are fed back to the people providing it.
4. Based on information received, create high quality content that is available to all Barnet's communities in a variety of different formats, including digitally, in hard copy and by all means requested.
5. Work in partnership with communications professionals across local area services to optimise exposure and profile of the 'Local Offer' utilising all information and marketing channels, including use of social media, film, print face to face promotion etc.
6. Keep ahead of developments by partners and be up to date with national and local initiatives effecting service and information provision.
7. Link with colleagues with the relevant expertise to ensure that Barnet's Local Offer meets the relevant statutory requirements, including those of the SEND code of practice and all information sharing and data protection issues.
8. Lead on the development, implementation and monitoring of a Local Offer continuous improvement plan that will make sure that the quality of communication remains high, that the voice of users is clearly being heard and acted on and that the Barnet is on top of the latest opportunities and developments.
9. Collect, analyse and report on use of Local Offer communications channels and feedback about to all relevant service management teams, service commissioners, senior leaders and members
10. Ensure that all comments, queries and complaints are handled in accordance with council guidelines and that they handled quickly and effectively.
11. Observe all health and safety rules and guidance and take all reasonable care to promote the health and safety at work of yourself and your fellow employees.
12. Carry out the responsibilities of the post at all times with due regard to equal opportunities, the Data Protection Act and the maintenance of confidentiality and service user choice.
13. Take responsibility, appropriate to the post for tackling racism and promoting good race, ethnic and community relations

### **3. KEY ACCOUNTABILITIES**

#### **Performance and Customer Focus**



- Ensure that Barnet children and young people (aged 0 to 25) with extra support needs, their parents, carers and everyone working with them, have easy access to up to date, high quality information about the 'Local Offer' of services available to them.
- Working in partnership with partners to implement rigorous, timely and effective processes to ensure that the Local Offer Website is fully up to date and accessible to users with a wide range of needs, at all times.
- Ensure that outstanding customer service is being delivered on a day to day basis in line with corporate and service standards
- Work flexibly and respond positively to changing business and client needs and carry out any other duties within the scope of the nature and grade of the post.
- Make sure young people, their parents/carers and practitioners working with them have a clear voice in the process of identifying what needs to be known and how it will best be communicated.

## **Communication & Influence**

- Bring together partners from across the local authority, health, education, training and voluntary sectors to create and sustain a common commitment to keeping that information clear, comprehensive and up to date.
- Work with partners and communications professionals across Barnet to make sure the Local Offer is well promoted and highly visible to the whole community via all the right communication channels
- Ensure all communications are clear, effective and appropriately targeted in compliance with communication corporate standards.
- Work closely and collaboratively with colleagues across BELS and other services to ensure business activities are appropriately integrated.

## **Health and Safety and Data Management**

- Promote and safeguard the welfare of children, ensuring this principle, culture and practice is embedded across the team and in all business processes and communications, in compliance with national and local procedures and protocols.
- Ensure safe and efficient delivery of service by achieving high standards of health and safety and reducing risk.

- Ensure that all personal data is handled securely and in strict compliance with the data protection legislation and BELS and the Council's data management protocols.

#### **4. TRAINING**

The postholder will be required to prepare and deliver appropriate and up-to-date training and guidance in the use, effective maintenance, and accessibility of the Local Offer Website.

#### **5. FLEXIBILITY**

In order to deliver the service effectively, a degree of flexibility is needed and the post holder may be required to perform work not specifically referred to above and which is on occasion outside of normal working hours and/or at locations that differ from the primary place of work.

Such duties, however, will fall within the scope of the post, at the appropriate grade.

#### **6. THE BELS COMMITMENT TO EQUALITY**

Deliver the BELS and the Council's commitment to equality of opportunity both in the provision of services and as an employer. Promote equality in the workplace and in the services the council delivers.

#### **7. PROMOTION OF CORPORATE VALUES**

Embrace innovation and change, value diversity, work together, be trustworthy, care about Barnet, its people, its businesses and all those with whom we work.

## Section B: Person Specification

<b>Service:</b>	<b>SEND and Inclusion, Barnet Education and Learning Service</b>
<b>Location:</b>	<b>Colindale Office</b>
<b>Job Title:</b>	<b>Local offer communications co-ordinator</b>
<b>Grade:</b>	<b>SCP 22-25</b>
<b>Reports to:</b>	<b>Strategic Lead Inclusion Advisory Team</b>

### Essential Qualifications required

Type	Level required
Education	Educated to Level 3/A-level.

### Technical / Knowledge Requirements

Type	Description
ICT skills	Well-developed IT skills with experience of using Microsoft Word, Excel and Outlook, Management Information Systems and ideally, Content Management Systems
	Experience of creating and managing content for the web and social media

### Role Specific Competencies

Type	Description
	Knowledge of the range of services and organisations that work with and support children and young people, aged 0-25, who have special educational needs or disabilities (SEND).
	Able to apply statutory guidance, such as Children and Families Act 2014, Equality Act 2010 and SEND code of practice to delivery of the Barnet Local Offer

	Understanding of importance confidentiality and data protection legislation and guidance.
	Experience of establishing and maintaining partnerships with a range of internal and external stakeholders, such as children and young people; parents and carers; schools, colleges, Children's and Adults Social Care teams, health providers, community organisations and service user representatives
	Experience of developing and disseminating information for a range of different audiences, in a variety of formats, in a multicultural borough context.
	Successful record of delivering successful and innovative solutions to challenging issues
	Able to chair and facilitate meetings involving people from a variety of different backgrounds and levels of authority
	Able to travel across the borough to attend events

## Behavioural Competencies

Competency	Key to role
Communicating and influencing	Evidence of ability to prepare and deliver presentations of potentially complex issues in an effective and clear style.
	Proven ability to develop and maintain effective professional working relationships and networks with stakeholders including children and young people; parents and carers; and colleagues across the Local Area Partnership
	Ability to advise, persuade and influence stakeholders in a professional and effective manner.
	Excellent written and verbal communication skills. Ability to communicate accurately and appropriately with members of the public, senior management and elected Members.
	Proven ability to ensure a high standard of customer care is embedded in day to day operation.
Political Awareness	

	Ability to communicate effectively and in an appropriate style, both in writing and verbally, to questions and complaints from MPs and Councillors
Problem solving	<p>Ability to analyse complex information quickly, reaching and articulating decisions with clarity, to deliver solutions that command support.</p> <p>Skilled at managing and resolving complaints and putting in place effective strategies to reduce the likelihood of complaints arising and/or escalating to appeal</p>
Striving for excellence	<p>Proven record of achievement in delivering:</p> <ul style="list-style-type: none"> <li>logical and effective decision making</li> <li>high quality, accurate and timely work</li> </ul> <p>Capable of reviewing and evaluating results against quality standards, sharing this learning with others and taking decisive action to ensure that plans are delivered</p> <p>Ability to manage a complex workload and meet tight timescales</p> <p>Demonstrates a dynamic and achievement orientated culture.</p> <p>Commitment to embrace the principles of equality in the delivery of the service</p>
Safeguarding	Sound understanding of the principles of safeguarding with a record of achievement and commitment in improving the safeguarding of children and young people.
Team working	<p>Ability to work effectively, flexibly and constructively with colleagues in a team where team members work positively to a shared goal.</p> <p>Ability to work effectively with senior managers, staff, schools, external partners and to establish confidence, trust and credibility</p> <p>Ability to build and nurture good working relationships with colleagues and other stakeholders.</p>

Partnership working	Recognises the importance to BELS of active partnership working and embraces partnership working where relevant to deliver services most effectively and efficiently
	Actively contribute to the creation of an open, and interdependent culture
	Ability to provide accurate guidance, information and advice to parents in the context of a partnership

<b>Compiled/Reviewed by</b>	Jo Sullivan-Lyons/ Victor Roman
<b>Date</b>	02/09/2025

## Key Details

**Reporting to: Strategic Lead Inclusion Advisory Team**

**Contract:** Permanent

**Salary:** £37,692 - £39,276 per annum

**Location:** Colindale

### Annual Leave

Your annual leave is based on the grade and years of continuous service. Upon their start, employees will be entitled to **25** days plus 8 Bank Holidays per annum – pro-rated for part timers.

### Flexible and Hybrid Working

This is a full-time/part-time post. Commitment to flexible and hybrid working.

### Voluntary Pension Scheme – Non-Teachers

Staff joining BELS can choose to contribute to a Pension Scheme and will become members of AVIVA – the Pension provider for BELS. Staff can contribute either 4.5% or 7% of their salary into the Scheme and BELS will match this. BELS is a private company of Barnet Council which has its own legal entity and terms and conditions which are different from Barnet's.

### Please note:

“BELS, as a Local Authority Controlled Company, is deemed by the Council to be an associate employer of Barnet Council and is therefore covered under the Modification Order. This means that any continuous service you currently have (within another local government service, or a school or any organisation signed up to the Modification Order) will be transferred with you into BELS”

It is a standard practice that prospective employees are offered the starting point of the pay scale and expect that staff would progress through the spine points on an annual basis. However, if there is a strong case to pay above the minimum of the scale, the Senior Management Team would consider the case.

## Application Process

**Closing date for applications: 19/09/2025**

**Interviews will be held on: 6 or 8/10/2025**

### **Completing Application Forms**

To apply for this post, you must complete an online **application form** available within the job posting under [Recruitment | Barnet Education & Learning Service | London \(bels.org.uk\)](https://www.bels.org.uk).

Particular attention should be given to the Supporting Information section within the application form. Shortlisting is based on the candidate's ability to meet the selection criteria within the person specification. Therefore, it is essential that you outline clear examples and evidence of how you meet the requirements of the person specification. Examples and evidence should also relate back to the duties/accountabilities contained in the job description.

### **Reply Details**

Your application form must reach us by closing date. Applications received after this date will not be considered.

To apply for this post, please visit: [Recruitment | Barnet Education & Learning Service | London \(bels.org.uk\)](https://www.bels.org.uk)

If you need assistance, please email the BELS HR Team at: [hr.barnetbels@barnet.gov.uk](mailto:hr.barnetbels@barnet.gov.uk) quoting job title.

It is important that you complete ALL sections of the application form.

### **Next Steps**

If you are selected for interview, we will contact you by email and/or text message.