# Job Profile

Job Title: Family Outreach Officer

Directorate: Operations

Reports To: Family Outreach Team Leader

Matrix Reporting To: None

Disclosure Check Level: Enhanced (Children Workforce)

Date created/last reviewed: December 2024

## Overall Role Purpose

The Family Outreach Officer helps people with sight loss to live the life they choose by providing an information, advice and guidance (IAG) service to parents, carers and families of Children and Young People (CYP) with a vision impairment (VI) and to refer families appropriately, empowering them to access support and services that will assist them to realise their required outcomes. This is done through a combined service offer of virtual and in person conversations.

## Key Responsibilities

* Facilitate detailed conversations with families of CYPF via phone, digital platforms and in person following Guide Dogs processes.
* To adhere to standards and guidance, capturing sufficient information, through person-centred conversations, to build an outcome-focussed action plan for each child/family that includes involvement from all relevant services.
* Liaise with Guide Dogs’ other CYP Services where there is direct involvement in the same family, to ensure holistic service delivery, focussed on the person, or family in question (Person-centred).
* Support an allocated caseload of families. Providing high quality information, advice, and guidance, including at and around initial diagnosis, within the agreed framework of family support categories, referring to other agencies, where appropriate.
* Maintain a thorough working knowledge of current legislation, statutory processes and guidelines concerning SEND (including vision impairment) and keep abreast of all new relevant statutory acts and guidelines as they are introduced in the allocated regional area covered.
* Produce resources for our service-users (e.g. self-help guides) that empower them to support themselves and promote self advocacy.
* Empower parents, carers and young adults over 18 through appropriate IAG that enables them to better understand, navigate and manage the statutory processes and procedures involved in their/their child's journey.
* Collate and capture relevant information in line with SLAs on our databases and other locations to ensure we can report on our operations and quality assure the IAG we have given. Regularly update caseload and programme documentation and activity records relating to caseload.
* Maintain a current and robust understanding of our full range of CYP services, Guide Dogs’ services and what is available via other agencies to offer ongoing meaningful IAG to families.
* Actively and regularly engage with designated regional team services and national CYP teams to work collaboratively in achieving personal outcomes for the families where required either virtually or in person.
* Attend community or clinical outreach placements for part of the working week as required, in order to further the reach of the service and engage with external partners and service users.
* Work alongside the events arm of the Outreach team and local teams in the organisation and delivery of events for families of CYPF within the allocated region, as required.
* In agreement with the CYPF Operations Lead and other CYP managers lead/attend sessions/workshops as required, both internally and externally, focussing on maximising quality enquiries into the service and giving information on our full range of CYP services, and disseminating IAG as needed in a person-centred and professional manner.
* With practical and administrative support from the Volunteering team, develop and manage a strong team of volunteers to support the service where required

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: 0-5

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: None

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Possess NVQ level 3 (or equivalent) in a relevant field; or have demonstrable relevant experience.

#### Desirable

* Relevant other professional qualification/s in relation to children and families, health, social care or education. Eg: Eye Clinic Liaison Officer (ECLO) qualification (RNIB)

## Job-Related Experience

#### Essential

* Experience of providing IAG to families with disabilities
* Experience of working to legislation in relation to Health & Social Care, Special Educational Needs and Disability (SEND)

**Desirable**

* Experience of providing IAG to families with a child with a vision impairment, ideally at and around the time of diagnosis
* Experience of supporting/supervising volunteers or a team
* Experience of creating an inclusive work environment for people with a disability.

## Knowledge

#### Essential

* Working knowledge of relevant IAG support for families and children
* Working knowledge of Health & Social Care, Special Educational Needs and Disability (SEND)

**Desirable**

* Knowledge of the welfare system in relation to children with disabilities.
* Working knowledge of visual impairment and/or disability

## Skills and Competencies

#### Essential

* Ability to establish and develop person-centred, professional working relationships with families via face to face, phone, digital platforms and email communication.
* Ability to liaise effectively with other professionals/agencies.
* Assessment and planning skills.
* Effective verbal and written communication skills, including presentation skills.
* Proven organisational, time-management and administration skills.
* Ability to use own initiative and work alone or as part of a team.
* Ability to work empathically and sensitively with issues arising from supporting families of and children and young people with a vision impairment.
* Ability to process and record data, respecting GDPR regulations.
* Competency in ICT, including Office packages and database administration.
* Willingness to undertake appropriate Continuous Professional Development training as required. Guide Dogs is a learning organisation and we are committed to fostering a positive climate for continuous learning. We expect all our people to demonstrate commitment and actively participate in continuous professional development (CPD).

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

Flexible about hours worked. Regular travel within designated region of UK as required by the role and occasional overnight stays when taking part in events/visiting Guide Dogs’ offices in the UK.

Willingness to work in a hybrid fashion with some work carried out from home, from offices or other relevant outreach placements throughout the week.

## Job Group (internal use only)

This role has been evaluated as a Specialist Professional, please follow this link to view the [salary band](https://guidedogs.sharepoint.com/:w:/g/ETDrr9U4YzdHsA3S7CHSc9EBZy3LbOI0ioxx7UHaXzT37w?e=qnt704).