



Cumberland Council

Post Specification

Date	May 26
PG Number	9018
Post Title	Education Information Officer
Job Family	People, Care and Development
Job Family Role Profile	PCD8ii
Final Grade	8

To be read in conjunction with the job family role profile

Service Area description

Special Educational Needs and Disability (SEND) & Alternative Provision Transformation team that is based in the Education area of Children and Family services. This post will report to the SEND Project Lead.

Purpose of this post

The Education Information Officer will lead on the coordination, development, quality assurance and ongoing improvement of education and SEND information systems, with a primary focus on the Local Inclusion and SEND Offer (LISO) and the statutory Local Offer.

The postholder will ensure that education and SEND information across the local area is accurate, accessible, co-produced, compliant and responsive to need, supporting families, children and young people, professionals and partners to understand and navigate provision and support.

This role plays a critical part in delivering improvements identified through the Ofsted/CQC SEND area inspection, strengthening system-wide communication, transparency and trust.

Key job specific accountabilities

1. Lead the development, refresh and maintenance of the statutory Local Offer, ensuring compliance with the Children and Families Act 2014 and SEND Code of Practice.
2. Act as the operational lead for LISO, ensuring alignment between the Local Offer, SEND strategy, Inclusion strategy and wider education information.
3. Ensure Local Offer content reflects commissioned provision, universal services, targeted support and specialist pathways across education, health and care.
4. Establish and oversee a clear governance and quality assurance framework for Local Offer content, including review cycles and ownership.
5. Ensure all education and SEND-related information is:
Accurate, current and consistent
Written in clear, plain English
Accessible for parents, carers, children and young people with SEND
6. Oversee compliance with:
SEND statutory requirements
Accessibility standards (including digital accessibility)
Data protection and information governance principles
7. Monitor performance and usage data to identify gaps, inconsistencies or areas for improvement.
8. Lead and coordinate co-production activity relating to the Local Offer, ensuring the meaningful involvement of:
Children and young people with SEND
Parents and carers
Education settings and practitioners

9. Work closely with parent/carer forums, VCSE partners and youth voice groups to shape, test and improve information.
10. Gather and respond to feedback, complaints and inspection findings relating to information and communication.
11. Contribute to and support a dedicated SEND & AP communication workstream, aligned to partnership priorities.
Work collaboratively with:
Education, health and social care teams
Communications colleagues
Digital and data teams
Commissioning and finance colleagues
12. Support consistent messaging across the local system, reducing duplication and misinformation.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	<ul style="list-style-type: none"> • none
Staff Management Responsibilities	<ul style="list-style-type: none"> • None
Other	<ul style="list-style-type: none"> •

Essential Criteria - Qualifications, knowledge, experience and expertise

- Experience of working with education, SEND or children’s services information in a local authority or similar context.
- Strong understanding of SEND statutory duties, particularly the Local Offer.
- Experience of managing and improving digital or public-facing information.
- Ability to translate complex systems and processes into clear, accessible information.
- Strong stakeholder engagement and partnership working skills.
- Excellent written communication skills, with experience of adapting tone and content for different

Desirable

- Experience of co-production with parents/carers and children and young people.
- Understanding of Ofsted/CQC SEND area inspection frameworks.
- Experience of data, performance or information governance frameworks.
- Knowledge of digital accessibility standards

Disclosure and Barring Service – DBS Checks

- This post requires a DBS check.
- The level of check required is:
 - DBS Enhanced - Children & Adults

Job working circumstances

Emotional Demands	<ul style="list-style-type: none"> • Minimal
Physical Demands	<ul style="list-style-type: none"> • Normal
Working Conditions	<ul style="list-style-type: none"> • Normal

Other Factors

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