



Cumberland Council

Post Specification

Date	March 2026
Post Group Number	9001
Post Title	Family Hub Engagement Officer
Job Family	Organisational Support
Job Family Role Profile	OS9
Final Grade	9

To be read in conjunction with the job family role profile

Service Area description

The post sits within the Family Hubs service area and is located in the Children and Families directorate.

Family hubs are a place-based way of joining up locally in the planning and delivery of family services. They bring services together to improve access, improve the connections between families, professionals, services, and providers, and put relationships at the heart of family support, offering a one stop shop for families.

Family hubs offer support to families from conception and to those with children of all ages, 0-19 years or up to 25 years for those with special educational needs and disabilities (SEND), with a great Start for Life offer at our core. To ensure we have an offer available to all families whether working or not, our availability will take into account being open on evenings and weekends.

Purpose of this post

This purpose of this post is to deliver effective communications and engagement activity to support Cumberland's Family Hubs.

The post holder will work closely with the council's corporate communications team and the relevant individuals and teams in relation to Family Hubs, in particular working with internal and external stakeholders to ensure maximum contribution and commitment to Family Hubs.

The Family Hub Engagement Officer is responsible for

- Leading and delivering communications and engagement strategies for Family Hubs.
- Promoting the **Best Start in Life offer** and wider Family Hub objectives.
- Ensuring families and communities are informed, engaged, and involved in service design and delivery.

Key job specific accountabilities

1. Plan and implement campaigns to raise awareness of Family Hub services.
2. Manage branding and ensure consistent messaging across all channels.
3. Create and distribute content for social media, newsletters, and press releases.
4. Monitor and evaluate communication effectiveness.
5. Develop and embed creative engagement strategies.
6. Coordinate and facilitate events and consultations with families and partners.
7. Build relationships with community organisations and stakeholders.
8. Capture, analyse, and report engagement and feedback data.
9. Work closely with the Family Hub Teams and support multi agency working and partnership development.

10. To adhere to Cumberland Council policies on confidentiality and information sharing giving due to consideration to the protection and wellbeing of the child as paramount.
11. Contribute to the Cumberland Councils emergency planning activity in a time of crisis.
12. Support the Council's core values and corporate standards.
13. Undertake such other duties and responsibilities commensurate with the grading and nature of the post.
14. Ensure that the Service is at all times pursuing good individual relations and fair personnel, health and safety, equal opportunity and management practices. To take reasonable care of your own health and safety.
15. To work flexibly which may include evenings and weekends.
16. Travel between hubs is required on a weekly basis.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	• Small budget
Staff Management Responsibilities	• ½ apprentices in the future
Other	• N/A

Essential Criteria - Qualifications, knowledge, experience and expertise

- Educated to NVQ Level 3 in a communication or related discipline
- Knowledge of the application of communication, marketing, media and engagement techniques
- Excellent inter-personal skills and ability to build and maintain productive working relationships
- ICT literate with demonstrable experience of MS Office applications and commonly used social media platforms
- Excellent creative thinking and problem-solving skills
- Strong written and verbal communication skills.
- Ability to manage multiple projects and meet deadlines.
- Knowledge of family services or community engagement is desirable.
- Ability to communicate at all levels with effective concise, relevant and accurate material both written and verbal, to meet the individual needs of children and young people and their families
- Ability to work on own initiative and as part of a team, within settings and the community
- Good observation and active listening skills
- Ability to manage confidential information
- Professional integrity, reliable, consistent, adaptable and resilient
- Ability to motivate and develop others
- Understanding of Equality and Diversity issues
- A willingness to commit to ongoing professional development and training
- Ability to show empathy and understanding of other views

Disclosure and Barring Service – DBS Checks

- This post requires a DBS check.
 - DBS Enhanced - Children

Job working circumstances

Emotional Demands	Minimal
Physical Demands	Minimal
Working Conditions	Post is required to work across the localities of Cumberland

Other Factors

Flexible working hours to ensure the needs of our families are met including some evening and weekend work.

Able to drive and have access to a vehicle.

