

A woman with long braids wearing an orange sweater and a man in a striped shirt are smiling and gesturing towards a large, multi-tiered pyramid structure. The pyramid is made of a light-colored material and is set against a background of large, light-colored triangles.

Frontline

Attraction Officer Recruitment

JOB PACK

If you would prefer this read aloud, guidance is available [here](#).

OUR MISSION

Almost 700,000 children in England rely on the support of social workers each year. These children need and deserve the support of life-changing social work professionals who can empower them to achieve their full potential and help to break the cycle of trauma and disadvantage.

Frontline is England's largest children's social work charity. We're committed to ensuring a safe and stable home for all children so they can reach their full potential - no matter their social or family circumstance. Our mission is to create social change for children who do not have a safe or stable home, by developing excellent social work practice, leadership and innovation. We are creating social change by building a movement of leaders in social work and broader society as part of our Fellowship. We have ambitious aims to grow this community to 4,000 impactful fellows by 2025, and with it our fellows' ability to effect system changes that will improve the life chances of vulnerable children.

We are looking for enthusiastic individuals from a diverse range of backgrounds to join our organisation and contribute to our work to create lasting social change for children and families. At Frontline we do this while striving to achieve a culture of freedom and responsibility, and working to become a truly anti-racist organisation. Read on to find out more about our culture and what we are looking for in this role.



FREEDOM AND RESPONSIBILITY: OUR CULTURE

To achieve our best work as a charity, we need to both let go of control and expect much more of one another. If we can manage this feat, you will be surrounded by a team who can solve problems, speak with candour, communicate expectations and give one another the space and support to achieve fantastic results for children and families. This is what we call a culture of freedom and responsibility.

How do we make it happen? Freedom without responsibility results in chaos – confusion, frustration, a lack of accountability. Responsibility without freedom breeds a rigid focus on following rules and process, even when professional judgement and creativity would produce better results. It can result in people doing things right without doing the right thing. Because of this, we need to have huge levels of both freedom and responsibility. The most important word is not freedom, nor responsibility, but **and**.



DIVERSITY AND INCLUSION

Frontline is an employer that takes equal opportunity seriously and seeks to walk the talk.

We believe that the strongest performing teams have a lot of difference in them. Our employees come from a range of backgrounds and with various expertise. We are committed to anti-discriminatory practice and are actively seeking to bring people with different lived experiences into the organisation. According to our most recent demographic survey, 26% of our employees are from ethnic minority backgrounds, 17% are disabled and 20% identify as LGBTQ+.

We are committed to becoming an actively anti-racist organisation. For us at Frontline, that means proactively tackling systems and structures that perpetuate and embed racism in our society. We published a racial diversity and inclusion plan in June 2020 and have been working to deliver this since that time, which you can read more about on our website [here](#).

We have a diversity and inclusion working group that includes employees from across all teams and levels including the people team and our senior leadership team. The group leads on recommendations for improvements in this area and implements initiatives to achieve equality for all.

We are committed to taking an inclusive approach to recruitment. We use a system called Pinpoint, which helps to remove bias from the selection process by anonymising applications. We ensure all of our employees have the relevant knowledge to support these aims. We design and deliver regular workshops and training around diversity, inclusion and belonging. We are proud to have won the ENEI Best Smaller Employer Award 2020.

If you're interested in hearing more about diversity and inclusion at Frontline, please feel free to contact Lisa Zaranyika (Equity, Diversity and Inclusion Director) on lisa.zaranyika@thefrontline.org.uk



OUR BENEFITS

We know that working here is more than just a job title. Our benefits are a way of recognising employees for the important work they all do.



Community

- Employee Resource Groups (incl. LGBTQ+ Affinity Group, Black Affinity Group, family network)
- Organisational away day once a year
- Regular social activities – virtual and in-person
- Social work roles can join the Frontline Fellowship after one year of service



Family

- Enhanced Occupational Maternity, Adoption, and Shared Parental leave policies – 24 weeks full pay, followed by 15 weeks statutory pay
- Partner leave – 6 weeks full pay
- Foster and kinship care policy – support and time off for training (up to 5 days)
- Time off for fertility treatment/IVF appointments



Flexible working

- Work from home as often as needed for your role
- Flexibility around our core hours (10am-4pm)
- Mission aligned volunteering time (up to 3 days)



Learning and development

- CPD – Professional qualifications and apprenticeships
- Tailored, in-house workshops
- Coaching with qualified, professional coach



Holidays

- 25 days annual leave, plus bank holidays and office closure from 25 December to 1 January
- Holiday entitlement increases by one day every year after two years' service (up to max. 30 days)
- Buy up to five days annual leave a year



Health and well-being

- Employee Support Service – 24/7 confidential advice line and counselling
- Occupational Health support – assessments and counselling
- Life Assurance Scheme – death in service benefit of x3 annual salary
- Free eye test and flu vaccine
- Employee-led Wellbeing Action Group
- Sabbatical after 3 years' service (up to 6 months)



Pay, pension and loans

- Transparent salary structure
- Up to 8% employer pension contribution
- Interest-free bike and season ticket loan
- Interest-free deposit loan for renting or buying a new home

THE ROLE

Reports to:

Attraction manager

Salary:

£32,722.20 (inclusive of London weighting) plus competitive pension
£29,449.98 outside of London

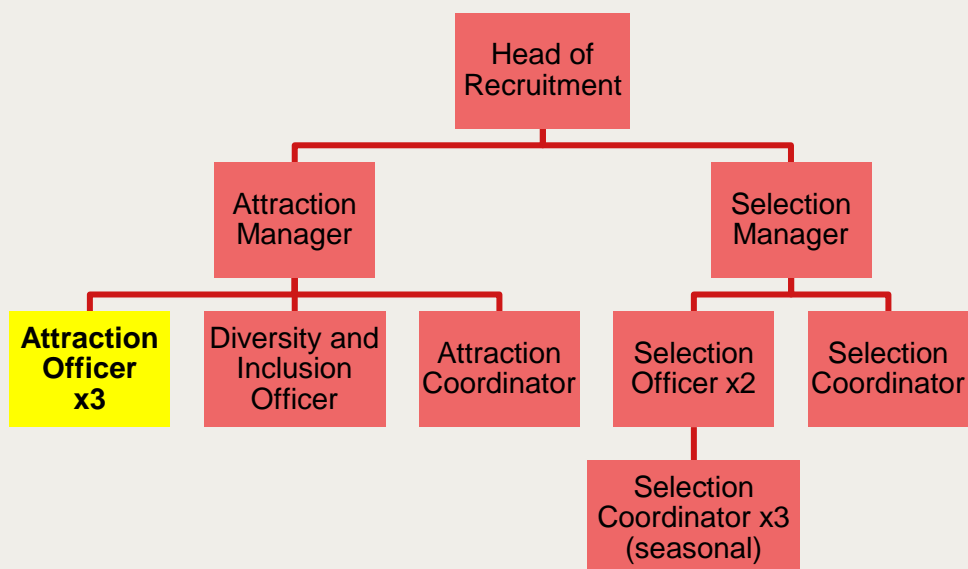
Contract

12 month fixed-term contract

Location: Flexible, with regular travel required during the autumn recruitment season (September-December)

The team you will be working in:

The Recruitment team is responsible for sourcing, selecting and hiring for 500 places on the Frontline programme in local authorities across England and we expect c. 8000 applications this year to meet target.



THE ROLE

Job description:

As an attraction officer within the recruitment team, you will be responsible for delivering a targeted recruitment campaign to engage university students, graduates and career changers with the Frontline programme.

Key responsibilities:

Attract individuals who have the potential to be excellent social workers to the Frontline programme

- Create and execute localised recruitment strategies to target graduates and career changers in hard-to-fill local authorities.
- Develop and implement a recruitment strategy at target universities to increase the number of applications from students and increase brand awareness.
- Build positive relationships with university careers services and other relevant stakeholders to attract high quality applicants.
- Explore innovative methods to increase awareness of social work amongst new audiences, particularly those who are underrepresented on our programmes.
- Contribute to achieving our diversity targets by sourcing individuals that represent the communities we serve.
- Support on key attraction projects such as central events and insight days.

Support the selection of applicants and candidate journey

- Build strong relationships with your applicants and support these applicants throughout the selection process through 1:1 coaching.
- Be actively involved in assessing applicants against the necessary skills and attributes required to be a Frontline participant.

Work with internal systems, evaluate data and construct detailed plans

- Ensure maintenance of detailed records and databases to continuously evaluate and improve the recruitment campaign.
- Construct detailed reports and evaluations with accurate data.
- Continuously reflect and evaluate pipelines to ensure resources are effectively utilised as you work towards agreed recruitment targets.



THE ROLE

Person specification:

Experience and knowledge

- Experience managing a varied workload, and delivering outcomes in a target-driven professional setting
- Experience building successful relationships with organisations and/or groups to promote a brand or service
- Experience in public speaking to confidently deliver a range of events like workshops and presentations (desirable)
- Experience within recruitment, advertising or marketing – with insight into attracting diverse audiences (desirable)

Characteristics and skills

- Highly organised and detail-oriented, with proven ability to implement plans efficiently and effectively
- Excellent inter-personal and influencing skills at all levels
- A team player, who is solution focused and willing to be hands on with sound problem-solving skills
- Passionate about turning ideas into action
- Outstanding written and verbal communication, able to adapt communication to engage difference audiences
- Sound analytical skills, including knowledge of Excel
- Proactive and open to change and innovation
- Resilient and able to maintain a positive attitude in challenging situations
- Regularly evaluates own performance to work on strengths and areas to improve
- Self-motivated to work remotely, maintaining excellent relationships

We believe that diversity makes for a stronger team and want our organisation to better reflect the communities we serve. Therefore, we are actively seeking applicants from racialised minority backgrounds for this role. We are also a disability confident employer and welcome applicants with disabilities. We ensure a diverse shortlist for all our roles when prompted, we encourage you to share this information with us if you feel comfortable to do so.

Please let us know how we can make the recruitment process more accessible for you by emailing People@thefrontline.org.uk.



THE ROLE

You may not have all of the experience or skills listed in this job pack but don't let that automatically put you off applying. If you have relevant experience and feel you would be a good fit for this role, we'd love to hear from you.

It is important to us that you are aligned with our values and committed to:

- working to deliver our [mission](#) and helping achieve our vision
- working towards our organisational goal of creating 4,000 impactful fellows by 2025
- creating a culture of freedom and responsibility
- actively dismantling discrimination in your role

Requirements of the role:

- Willingness to travel to London office and to events nationwide as required
- Some longer days during the recruitment season (September to May) for assessment centres and careers events
- Right to work in the UK

How to apply:

If this sounds like the right role and organisation for you, please apply by following this [link](#).

Want to find out more?

Please contact:

Judith Sandalls, Attraction Manager at judith.sandalls@thefrontline.org.uk

