

Job Description and Person Specification

Special Educational Needs and Disabilities (SEND)

SEND Services Improvement Officer

Job Details	
Grade	Grade 7
Service	Education
Location	One Friargate, Floor 9
Job Evaluation Code	

Coventry City Council Values
We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation: Open and fair: We are open, fair and transparent. Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be. Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing. Create and innovate: We embrace new ways of working to continuously improve the services we offer. Own and be accountable: We work together to make the right decisions and deliver the best services for our residents. Value and respect: We put diversity and inclusion at the heart of all we do.

Job Purpose

The SEND Customer Experience and Service Improvement Officer plays a key role in strengthening engagement, trust, and continuous improvement across SEND services. The post holder leads on customer experience activity, working proactively with families, young people, schools, and partners to capture lived experience, understand concerns, and use feedback to drive meaningful service improvement.

The role has responsibility for coordinating the SEND customer feedback and learning review programmes, including designing and promoting engagement activity, analysing themes and trends arising from feedback and complaints, and undertaking in-depth reviews of individual cases with shared learning. Through this work, the post supports improvements to practice, processes, and outcomes across the local area.

Alongside this improvement and engagement focus, the post holder manages, investigates, and resolves SEND related complaints, ensuring concerns are handled fairly, promptly, and in line with statutory and corporate requirements. The role works directly with individual families and young people to clarify issues and support timely, proportionate resolutions, while ensuring the local authority meets its duties under the Children and Families Act 2014, the SEND Code of Practice, and Local Government Ombudsman guidance.

Key Responsibilities and Accountabilities
Building constructive relationships with parents, carers, young people, and advocacy groups.
Receiving, logging, and managing SEND-related complaints in line with statutory compliance and corporate procedures.
Liaising directly with individual families and young people to understand the nature of their complaint, clarify concerns, and work collaboratively toward timely, proportionate, and appropriate resolutions.
Liaising with SEND teams, schools, health partners, and other stakeholders to resolve issues.
Conducting fair, thorough investigations, gathering evidence from internal teams and external partners.
Drafting clear, balanced written responses to formal complaints, aligned with LGO guidance.
Leading on the SEND services customer feedback programme, including designing, promoting and issuing surveys and engagement activities, collating and analysing feedback, and using insights to inform service improvement.
Coordinating learning reviews by undertaking in-depth analysis of individual cases with shared themes, identifying learning for the service, and supporting improvements to practice, processes, and outcomes.
Identifying themes, risks, and service gaps arising from customer engagement and complaints.
Producing regular reports for senior leaders, the SEND and AP Partnership board, the SEND Quality Assurance Group and scrutiny committees; attending these groups when required.
Contributing to staff training on person centred communication and complaint prevention
Preparing information and evidence for Local Government and Social Care Ombudsman investigations.
Proactively keeping up to date with SEND Code of Practice, Children and Families Act, the Equality Act and Local Government Ombudsman guidance.

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Key Relationships

External:	Parents, carers, and young people Schools, early years settings, and specialist provisions Health partners Mediation and dispute-resolution providers SENDIASS and advocacy organisations Local Government and Social Care Ombudsman (LGSCO) Other local authorities	Internal:	SEND teams Children's Services teams Other Education Services teams Corporate Complaints and Customer Relations Legal Services Information Governance / Data Protection Senior leaders and service managers
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Standard Information

Post holders will be accountable for

- carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.
- attending any training and undertake any development activities that are identified as mandatory/beneficial to their role.
- any other duties and responsibilities within the range of the salary grade.

Yes. The jobholder must understand the underlying concepts and principles of the specialist area in which the role operates: the SEND statutory framework and local area SEND system (including roles and responsibilities across education, health and care), person-centred and trauma-informed customer experience practice, and the principles of fair and proportionate complaints handling (including Ombudsman expectations, evidence standards and appropriate remedies). The post also requires a sound grasp of learning review, quality assurance and continuous improvement approaches, so that individual concerns and case findings can be analysed into themes, risks and service gaps and translated into practical actions that improve processes, practice and outcomes. This specialist understanding is applied daily to exercise professional judgement, ask the right questions, interpret complex information, determine appropriate resolution or escalation, and produce clear, defensible communications and reports.

The jobholder must be confident in applying a range of relevant policies and practice standards, including the Council's Code of Conduct, safeguarding policies and procedures, health and safety requirements, and workforce diversity and inclusion policies. The role also requires working knowledge of corporate complaints/customer relations processes, standards for recording and responding to correspondence, and information governance practice (including data protection, secure handling of personal and special category data, records management/retention, and appropriate information sharing on a need-to-know basis). Within SEND, the post holder must understand and apply agreed service practices such as person-centred communication, accessible and empathetic engagement with families, and quality assurance/learning review



approaches, ensuring that feedback and complaints are handled consistently, evidence is managed appropriately, and learning is translated into service improvement actions.

Business case background and rationale

SEND services involve high volumes of complex, statutory casework and multi-agency decision making, where families and young people require clear communication, timely responses and confidence that concerns are listened to and acted upon. In this context, customer feedback and complaints provide critical intelligence about what is working well, where practice is inconsistent, and where system pressures are impacting on outcomes and experience.

This role is being established to provide dedicated capacity and expertise to strengthen engagement and trust with families, coordinate customer experience activity, and ensure SEND-related concerns and complaints are managed and resolved fairly, promptly and in line with statutory and corporate requirements. Without a focused function, there is an increased risk of delayed responses, avoidable escalation, duplicated work across teams, and missed opportunities to identify themes, risks and service gaps from individual cases and feedback.

By leading the customer feedback programme, coordinating learning reviews and producing regular insight reports for senior leaders and partnership governance forums, the post will help translate lived experience into practical actions that improve practice, processes and outcomes across the local area. It will also support stronger evidence and coordination for external investigations, helping the service respond consistently, learn from upheld findings, and reduce repeat issues through prevention, training and continuous improvement.

Responsible for
Not responsible for line-management of staff

Person Specification	
Requirements	
Knowledge	Knowledge of customer experience principles, including gathering lived experience, analysing qualitative feedback, and using insight to inform service improvement.
Knowledge	Knowledge of learning review methodologies, quality assurance, or continuous improvement approaches within public or statutory services.
Knowledge	Understanding of how feedback, complaints and engagement intelligence can be used to improve organisational practice, processes and outcomes at a system level.

Knowledge	Clear understanding of SEND legislation including the Childrens and Families Act 2014, SEND Code of Practice 2014, SEND regulations and the Equality Act 2010.
Skills And Ability	Ability to investigate complex SEND related issues, analyse evidence from multiple sources, and reach fair, balanced and defensible conclusions.
Skills And Ability	Strong written and verbal communication skills, including producing clear, empathetic and proportionate responses for families, professionals and external bodies.
Skills And Ability	Analytical skills to identify themes, risks and learning from complaints, feedback and casework and translate insight into service improvement.
Skills and Ability	Ability to exercise sound professional judgement, manage sensitive conversations, and determine proportionate resolution or escalation where required.
Experience	Experience handling complaints, casework or complex customer enquiries within a public facing or statutory service.
Experience	Experience working within SEND, education, social care or a related service area.
Experience	Experience engaging directly with families, carers and/or young people to understand lived experience and support resolution.
Experience	Experience contributing to learning reviews, investigations, reporting or service improvement activity, including preparing written outputs for senior leaders or external bodies.
Qualification	A relevant Level 3 qualification (equivalent to A-levels, BTEC Nationals or an Advanced Apprenticeship, or equivalent experience) supported by ongoing professional development in SEND and complaints handling, with desirable training in mediation, information governance or degree-level study.
Special Requirements	The post may include occasional working outside normal office hours

Disclosure and Barring Service (DBS)
Does the role require a DBS check? Find out which DBS check is right for your employee - GOV.UK
And if so, which type?

Basic Check ☐	Standard Check ☐	Enhanced Check ☐	Enhanced + barred list check ☒
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Declaration			
Reviewed/Created By:	James Gillum		
Job Title:	Head of SEND	Date:	1/4/26