

# Job Description and Person Specification



## Job Description

<b>Job Title</b>	Best Start in Life Delivery Adviser
<b>Grade</b>	Soulbury Scale 8 – 11 plus 3 SPA points
<b>Service</b>	Childrens & Education Services
<b>Reports to</b>	Senior Adviser Birth to 5
<b>Location</b>	Coventry - Citywide
<b>Job Evaluation Code</b>	N/A for Soulbury Posts





## About the Service your team will provide

### Purpose of the role / Output

Work with the Best Start in Life (BSIL) programme leadership team to manage the successful implementation of the Coventry Best Start in Life Strategy and the BSIL Local Area Plan.

Deliver to the DfE expectations and requirements laid out within the Best Start Family Hubs and Healthy Babies programme for families with children aged 0–5, including those with additional needs (0–25)

Ensure regular reporting on Best Start Family Hub & Healthy Babies programme, implementation and outcomes to governance boards, partners, stakeholders and funders (DfE/DHSC), including financial performance, and management information, ensuring alignment with key performance indicators and impact measures

Provide an advisory led focus on improving Good Levels of Development and school readiness through developing, managing and leading teams and practitioners responsible for the delivery of:

- The citywide home learning environment offers through evidence-based interventions
- Communication and Language workforce development
- Parenting programmes: evidence-based intervention

Develop and ensure the quality of home learning environment and parenting programmes.

Contribute to the development of wider SEND / Inclusion practice within the context of the Best Start in Life Programme requirements

## Main Duties & Key Accountabilities

### Core Knowledge

#### 1. Leadership and Management

- To work as part of the Best Start in Life Leadership team under the guidance of Senior Leaders, with the responsibility for managing implementation of the Best Start in Life Local Area Delivery Plan ensuring outcomes are met.
- To be responsible for the management of a team in accordance with Coventry City Councils HR Policies & procedures
- To support senior officers to enable the successful delivery of financial, operational and impact measures within individual work strands and for the overall programme to be met utilising data to analyse and plan future service delivery.

- Drive strong, collaborative leadership across all partners to make Best Start in Life Programme a shared priority.
- Lead implementation of Coventry's HLE, Parenting and Communication and Language offer across Best Start Family Hubs.
- Work closely with Family Hub leads to help implement the Healthy Babies Programme, the core and wider offer, including: physical hubs, community hubs, and virtual services, to ensure all mandated services are delivered effectively.

## **2. Improving Teaching, Learning and Outcomes – Achieving a ‘good level of development’**

- Drive the implementation of the Coventry Best Start in Life Local Area Plan to ensure high-quality early learning opportunities across the Best Start Family Hub offer. Increasing the proportion of children achieving a Good Level of Development (GLD) and narrowing the gap for key cohorts including children living in poverty, SEND and others.
- Lead the delivery of interventions to strengthen Home Learning Environment (HLE) and parenting practices.
- Accelerate Communication, Language and Literacy (CLL) development through effective workforce development and use of data to target resources.
- Ensure a robust offer to families and children with SEND and implement a range of evidence-based parenting programmes, focused on early learning leading to improvements in the number of children who start reception with the skills needed to learn
- Evaluate the effectiveness of interventions and improvement of work through quality audits, reviews, and data analysis, producing clear action plans with defined timescales to keep the programme on track.
- Provide advice, support and training for the workforce

## **3. Partnership and Stakeholder Engagement**

- To work collaboratively with a wide range of partners across the Family Hub Network to provide universal and targeted advice and support to families in the areas of HLE, Communication and Language and SEND support establishing a collaborative digital offer in relation to:
  - The citywide home learning environment offer
  - Communication and Language development
  - Parenting programmes
  - SEND early support within the context of the Best Start in Life Programme requirements.
- Collaborate with Commissioners to provide services which facilitate a skilled workforce across multi-agency partners to integrate working practices to provide universal and targeted support to families with babies and young children, and beyond.

#### 4. Advisory Support, Quality Assurance and Service Improvement

- To oversee a quality assurance programme for early years activities delivered through the Family Hub Network, using the findings to inform service delivery.
  - Support senior leaders by developing, reviewing, and updating processes, systems, and documentation in line with legislative changes, while creating new approaches to improve and streamline Local Authority services in the context of the Best Start for Life Programme
  - Support continuous improvement through the review of project/ programme structure, resourcing, managing risks, funding, and dependencies
  - Drive service improvements to progress the Best Start Family Hub offer to families and to derive maximum value, and report on progress achieved internally, regionally and nationally as required.
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- Any other duties and responsibilities within the range of the salary grade.

### Key relationships

External	Internal
Early Years Providers	Family Hubs
Schools	Education Service
Education Providers	Early Years SEND Service
NHS Health Providers (UHCW, SWFT, CWPT)	Public Health
Best Start in Life Unit (DfE & DHSC)	Transformation / Change Boards
Othe Local Authority Best Start in Life Programme Leads	Children's Services
Community, Voluntary sector including Faith Organisations	

### 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.

#### Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

## Training

The postholder must attend any training that is identified as mandatory to their role.

## Responsible for:

### Staff managed by postholder:

- Relationships Lead(s)
- HLE Co-ordinator
- Teaching Advisor (HLE)
- Family hub practitioners (to be determined)

## Person specification

<b>Knowledge</b>
Knowledge of project management methodologies, including managing change and system and individual level, approaches effective reporting.
Operational knowledge of how Family Hubs and the Early Years and Childcare sector are organised and delivered in different contexts
In depth knowledge and understanding of Early Years Foundation Stage and child development, particularly relating to improving children's achievement of the Good Level of Development benchmark
In depth knowledge of relevant documentation and legislation related to the role, including the Best Start in Life Strategy and wider, documentation SEND Code of Practice, Keeping Children Safe in Education and current Government programmes and initiatives related to the birth to five age range and family support
Knowledge of equal opportunities and diversity, with the ability to recognise and challenge behaviour and attitudes that discriminate against others
Knowledge of evidence-based research and its application in relation to: <ul style="list-style-type: none"><li>• Closing the inequalities gap and improving outcomes for children by age 5,</li><li>• Supporting children with SEND</li><li>• The development of Communication and Language Skills</li><li>• Improving the impact of the Home Learning Environment (HLE) on early educational outcomes</li><li>• The effective implementation of parenting programmes</li></ul>

<b>Skills and Abilities</b>
Effective interpersonal skills, with the ability to lead and motivate staff across a multi-agency environment
Excellent negotiating, mentoring and coaching skills with the ability to influence and challenge assumptions in a sensitive manner
Self-management skills to enable workload organisation, prioritisation and implementation, with minimum supervision
Able to matrix manage teams and individuals, sustaining and building positive relationships, whilst managing performance.
Able to manage financial and overall performance of projects meeting identified targets on time, and within budget
Able to plan and implement project work, manage fast-changing requirements, and manage multiple deadlines and conflicting demands
Highly developed communication skills, including report writing, oral presentation and the ability to communicate complex information simply

Excellent analytical and decision-making skills which draw valid conclusions and inform practice which leads to improvement

Able to lead and chair meetings, stakeholder and partner networks and parent forums / focus groups

## **Experience**

A minimum of three years working in a leadership role to deliver best practice in the field of early years and family support

Experience of successful delivery change/project management

A proven track record of developing and implementing continuous improvement in service delivery in the field of early education, family hubs or family support, including work force development.

Proven experience of managing resources (including budgetary control) and managing the delivery of high performance through leading teams of people

Proven experience in engaging diverse communities and audiences, and in building effective relationships with staff teams, partners, stakeholders and elected members.

Driving improvements in education standards by researching and analysing data, assessing local needs, identifying gaps in provision, and keeping leaders informed of key issues and opportunities.

Experience in ensuring statutory compliance in safeguarding and EYFS legislation.

Experience of managing, motivating and building effective teams at a leadership level in early years education and/ or family support.

Competent ICT skills using a range of Microsoft packages and digital media to support communication and dissemination of information

## Qualifications

### Required

- GCSE or equivalent to grade C or above in English and Maths
- Evidence of recent, **relevant** professional development activities
- Level 6 qualification in a relevant field (Education, Family Support, Health, Social Care)
- Minimum of three years leadership experience in early years education, or Family Hubs and/ or family support

### Desirable

- Qualified Teacher Status
- Level 7 qualification

## Special Requirements

This post is exempted under the Rehabilitation of Offenders Act 1974 and as such appointment to this post will be conditional upon the receipt of a satisfactory response to a check of police records via Disclosure and Barring Service (DBS).

<b>Date Created</b>	March 2026	<b>Date Reviewed</b>	
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