



Comisiynydd Plant Cymru
Children's Commissioner for Wales

CHILDREN'S COMMISSIONER FOR WALES

Job Description – Head of Outreach and Engagement

1. Post Details	
Job Title: Head of Outreach and Engagement. Full-time (flexible options available).	
Current Grade: SEO (£47,676 - £56,445 pro rata – awaiting 2026/7 pay award)	
Main Locations: The Children's Commissioner's Office in Swansea and the satellite office in Cardiff.	
Reports to: Chief Operating Officer	
Managerial or supervisory responsibilities: Responsible for the direct line management of 3 Participation Officers and 1 Engagement Support Officer	

2. Main purpose objective and context of the role (in summary)	
<p>The Children's Commissioner for Wales is looking for a Head of Outreach and Engagement to help drive the delivery of the ambitions set out in her new three-year strategy: Making Children's Rights Real.</p> <p>In particular, the commitments to:</p> <ul style="list-style-type: none">- increase our reach to all children in Wales – so every child knows there is a strong and independent champion to stand up for their rights;- use children's voices and experiences to drive improvement in local and regional practice – so that what children tell us, directly leads to improvements in practice. <p>We are looking for an enthusiastic and experienced leader who is prepared to roll their sleeves up and go the extra mile to make sure we are delivering on the Commissioner's strategy and contributing to a Wales where children are happy, healthy and safe.</p> <p>The role will involve developing and implementing strategies to:</p> <ul style="list-style-type: none">- Grow our visibility and raise awareness of our different functions, including pathways for advice and support, through outreach;	

- Increase our engagement with children and young people from diverse backgrounds across Wales, targeting under-reached communities, including care-experienced children, disabled children, and children from minority ethnic communities, and removing barriers to access;
- ensure our participation work is safe, accessible, inclusive, and meaningful – leading to impact that children and young people can see for themselves.

What success looks like:

- Children from all backgrounds report knowing who the Commissioner is, what her office is for, and feeling confident to engage with us;
- Participation of children and young people is embedded across all our work, and effectively informs our policy position;
- Children's views are visibly reflected in wider policy, practice, and public debate.

The role will oversee the Participation and Engagement function of the organisation ensuring high individual and team performance in delivering a range of effective and accessible in-person and online engagement opportunities for children and young people, as well as other stakeholders including parents, carers and professionals.

The Head of Outreach and Engagement will work as part of the Senior Management Team.

2. Main duties and responsibilities

- Responsible for developing and implementing strategies to deliver on relevant aspects of the Commissioner's 3-year strategy, especially in relation to outreach, engagement and participation.
- Plan systematic strategic approach to the work of the Commissioner's staff to achieve our objectives, for example by analysing data to identify gaps and scheduling visits to under-engaged areas/groups.
- Develop and implement an outreach plan and progress tracker to engage under-engaged areas/groups.
- Provide oversight of staff to ensure that the Commissioner's key priorities and messages are effectively communicated through engagement visits.
- Be a visible face of the organisation, building new relationships and connections with external stakeholders on behalf of the Commissioner for a significant proportion of your time (eg 40%);
- Responsible for leading the Participation team to ensure the effective participation of children and young people in the work of the organisation, and an effective children's rights awareness programme including training sessions, presentations or workshops to adults including professionals working with or on behalf of children and young people.
- Line Management responsibility for Participation Officers and Engagement Support Officer and ensure quality assurance arrangements so that staff are aware of and capable of delivering their responsibilities to a high standard
- Maintain and continually improve the assurance arrangements within the staff team so that staff are aware of and capable of delivering their responsibilities
- Provide leadership and contribute to long-term strategic vision, planning and risk management within the CCfW through membership of the Management Team.
- Sponsor where appropriate cross-functional project groups, ensuring that the voices and views of children are incorporated into the outcome of the project.
- Manage, monitor and regularly review budgets in own areas of responsibility.
- Support an inclusive and supportive corporate culture by providing assistance and occasional cover for duties to colleagues across all functions as necessary.
- Demonstrate and uphold the corporate values of the Children's Commissioner for Wales of being Fair, Caring, Curious, Honest, Collaborative, and Striving to create Change to improve the lives of children and young people in Wales.
- Undertake any other duties within the remit of the grade as deemed necessary by the Commissioner.

3. Person specification for the Head of Outreach and Engagement

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Attainments/qualifications	
Essential <ul style="list-style-type: none"> ▪ A degree level qualification ▪ Evidence of recent and ongoing professional development and learning 	Desirable <ul style="list-style-type: none"> • A postgraduate qualification or training in a relevant field
Skills	
Essential <ul style="list-style-type: none"> • Excellent presentation skills • Ability to communicate effectively with a range of audiences • Accurate analytical skills using both statistics and intelligence to inform decision making. • Ability to interpret data and best practice tools to deliver change. • Ability to assemble, interpret and present information to a wider audience within focal context. • IT literate. • Good project management skills. • Excellent prioritisation skills. • Excellent people management and leadership skills • The post holder needs to be able to communicate both verbally and in writing to a high standard and with confidence in English. 	Desirable <p>Welsh skills are desirable. A commitment to Wales, the Welsh language and its culture is required for the role.</p>
Knowledge/Experience	
Essential <ul style="list-style-type: none"> • Experience of leading project teams or groups and contributing to organisational leadership. • People & performance management experience. • Significant experience of working in outreach, engagement, participation or another relevant professional arena. • Experience of increasing visibility and engagement in a professional context. • Understanding of participatory practice & how to engage children & young people meaningfully. • Record of achievement of delivering objectives and finding innovative solutions to problems. • Knowledge of the policy, service, governmental and political context in Wales and what is required to mainstream children's rights into everyday practice. • Experience of working collaboratively with other organisations at all levels to influence and deliver change for children and young people. 	Desirable

Personal qualities	
Essential <ul style="list-style-type: none"> ▪ Driven, self-motivated and pro-active. ▪ Operationally and strategically-aware. ▪ Highly-organised and process-driven but purpose-led and outcome-focused. ▪ Willing to step up and do what it takes to get things done. ▪ Embodies a human rights approach, responsive and flexible to the needs of the service, staff and role. ▪ Is committed to representing the views and rights of children and young people in all that we do. ▪ Is committed to public service delivery and meeting the needs of children and young people. ▪ Can demonstrate an ability to build good working relationships at all levels, across and within organisations. ▪ Can demonstrate an ability to relate to people from a wide range of backgrounds. ▪ High level of personal integrity. ▪ Can demonstrate an ability to build supportive relationships and networks. ▪ Demonstrable commitment to the organisational values of CCFW. 	Desirable
Special demands of the post	
Essential <ul style="list-style-type: none"> ▪ Ability to travel occasionally throughout Wales 	Desirable