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| **JOB DESCRIPTION** |  |
| **Job Title:** | **Employer Engagement Worker** |
| **Band:** | **FTE £26,802 (for 37hrs) this is a 30 hour post****12 months fixed term with potential for extension** |
| **Responsible To:** | **Service Managers Bradford** |
| **Accountable To:** | **Service Managers Bradford** |

**Overview**

Employment for Unpaid Carers is life enhancing for carers in several ways – it assists them financially to cope with the costs of caring and allows them time away from their caring duties with a peer group which is different to that associated with caring.

Carers make loyal employees to supportive employers and have a wide range of skills to apply to workforces as well as the understanding of the carer and cared for community.

However, the demands of caring can mean that carers need understanding and flexibility from their employers and may need to take up a week of carers leave per annum to support their caring duties in accordance with a new law which came into force in April 2024.

Many Employers don’t know that they have carers in their workforce and may also not know about the legal protections they have.

This role is designed to engage Employers in Bradford behind support for the Unpaid Carers in their workforce and encourage them to employ carers and respect and support the role that they play in society.

Carers contribute around £162bn to the economy of England and Wales alone every year through their work as unpaid carers.

<https://www.carersuk.org/reports/valuing-carers/#:~:text=New%20research%20from%20the%20Centre,for%20Care's%20Valuing%20Carers%20series>.

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| **Key Result Areas/Principal Duties and Responsibilities** |
| * Some of our Partners in the West Yorkshire Carer Organisation Forum have established programmes for Employers which are already embedded in their Service and we have no wish to re-invent the wheel. Therefore, your first goal will be to engage with our West Yorkshire Carer Organisation consortium partners to see what training and communication materials they already have which we can adapt to use with Employers to raise awareness of carers leave, flexible working, carers passports etc.
* Carers’ Resource have established relationships with partners across Bradford who have offered to help to establish this programme. Therefore, you will need to work with Bradford Metropolitan Borough Council, Bradford Colleges and Universities and other partners to build networks of employers to engage with, through partner introductions or through direct contact.
* Carers Resource did have historical relationships with employers therefore you will also need to do some desk top research and re-vitalise historical relationships with Employers with the support of the Bradford Carers’ Resource Service Managers.
* Employers know employers therefore we want you to create a forum of Employers who are willing to advocate for the support of Unpaid Carers and make introductions to other employers who may be suppliers or trading partners.
* Employers who engage with the concept of supporting unpaid carers may wish to get more involved with us as a charity. Therefore you will need to work with the engaged employers to see what opportunities there are for fundraising or volunteering support for Carers’ Resource
* Once you have established relationships with employers you can work with them to do a gap analysis of their approach to carers and what help they need to become a ‘Carer Confident Employer’. This could involve:
* Setting up staff networks/ working carers networks
* Identifying carers in the workforce to target support and ask them to share their stories with the organisation as a whole
* Assisting them in creating a Carers’ Policy
* Introducing and embedding the West Yorkshire Working Carers Passport
* Creating Carer Champions at work
* Provide tracking and monitoring reports for our funders in line with the templates they will provide to us and produce case studies and get testimonials from Employers and Carers to demonstrate the value of the service.

This project is initially funded for 12 months via the Economic Accelerator Project, however, we will be looking for funding to keep this service going and embedding it into our offer for carers. Therefore, there is the potential for this to become an ongoing or permanent role. |
| **Person Specification****Experience**At least 3 years experience of being able to engage with key partners in an environment where ‘selling’ a concept or values driven service is key.**Specialist Knowledge and skills** * Excellent written and verbal communication skills.
* Able to create good quality presentations and present to key audiences with a clear, concise and engaging communication style
* Able to explain the lives and challenges of unpaid carers, the value they bring to society and the reasons why it is a win-win for employers to offer them employment then support them flexibly in work
* Skilled influencer, used to working with a variety of sectors
* Innovative thinking with proven skills in engaging audiences in a values driven concept, devising new ways of working and problem solving.
* Proven track record of effective collaborative working with professionals, both internally and externally
* Ability to assess priorities and make effective decisions and deliver against targets
* Knowledge of the structure, functions, culture and values of the VCSE and Business audiences
* Ability to meet performance monitoring targets and provide evidence/ compile funder returns and reports along with case studies
* Good understanding of the needs and functions of small, medium and large businesses and how they differ
* Good understanding of the range of cultures and religions in our communities across Bradford and the different demographics and challenges in the region and a proven ability to communicate with audiences across the cultural spectrum with respect and sensitivity.

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