

Work for ADCS

PRESS OFFICER

Summer/Autumn 2025

The Association of Directors of Children's Services Ltd



Work for the Association of Directors of Children's Services

ADCS Press Officer (part time)

At the Association of Directors of Children's Services (ADCS), we work with leaders of children's services and their senior management teams across all local authorities in England to support the development of national and local policy in relation to children, young people and families with the aim of improving outcomes. We do it by ensuring that the needs of children and young people, and the views and experiences of ADCS members, are central to all of our work with government on strategic policy development and implementation planning.

There's a lot going on across children's services and in order to help continue to drive forward the work of ADCS, we are looking for someone to join our small but perfectly formed team based in central Manchester to take a lead on the Association's press work.

As a Press Officer at ADCS, you'll be a vital member of a small team consisting of policy experts, media specialists, membership and business support professionals, who work at a national level with ADCS members in councils right across England, government officials and other key partners e.g. the Local Government Association.

Relationship building and communication is at the heart of everything we do and so is vital to this role. The successful candidate will work closely with our Policy & Press Officer, along with journalists from key trade titles and national media outlets, to promote the work of ADCS and children's services, as well as the rights and interests of children and young people.

You'll enjoy autonomy and the chance to influence the Association's priorities and engagements nationally. We welcome your ambition and are open to your ideas and will offer you plenty of support along the way. You can look forward to a package that includes flexible hybrid working, a high-quality Manchester City Centre-based office environment, a competitive salary and pension scheme, along with a generous annual leave allocation in addition to bank holidays.

To join us, you'll need a degree level education plus relevant experience of working in a press and comms function, ideally within local government and/or children's services. Your passion for public service and children's issues and rights is key and should be matched by your written and verbal communication skills.

At ADCS, we want all our employees to feel valued and appreciated. We aim to ensure equality of opportunity and prevent discrimination of all forms. We strive to create a workplace where everyone feels empowered to be their full, authentic selves.

Please contact Katy Block, ADCS Senior Policy Officer, Katy.Block@adcs.org.uk, for an informal discussion. Application is by application form only which should be submitted to Honorary.Secretary@adcs.org.uk by 5pm on Friday 3 October 2025.

The assessment process will be in two stages, a structured informal virtual discussion w/c 13 October followed by in person interviews at our Manchester office, w/c 20 October 2025

The Right to Work in the UK is essential for this UK-based role.

ADCS Press Officer (part time)

Job Title:	Press Officer
Grade:	Grade 3; £34,681 – £41,933 (pro-rata)
Hours:	Part time, 21 hours per week over 3 days
Reporting to:	Senior Policy Officer
Location:	Flexible working between the main office base in Manchester City Centre and home (this is usually one day per week in the office for part-time staff)

Job purpose

The policy and press team are essential to the work of ADCS, ensuring that the views of ADCS members are central to all representations the Association makes, whether that be in meetings with government officials, responding to national consultations or in our public facing work with the media.

Collaboration is key to the realisation of our priorities. The Press Officer plays a key role in developing and maintaining relationships across a wide range of media stakeholders with an interest in children's services, acting as the main point of contact for all press enquiries and requests.

The purpose of the role is to lead on media relations for the Association for three days a week. This spans the full width of children's services policy, liaising with ADCS members and partner organisations as appropriate.

Key responsibilities

- Act as the primary point of contact for media enquiries to the Association, including out of hours during working days and rotating weekends
- Provide effective communications for the Association with relevant national media outlets including print, radio and TV
- Develop proactive and reactive news releases and public statements on behalf of the Association as well as authoring columns for key spokespeople
- Provide advice to the Chief Officer and ADCS elected officials on how ADCS should respond to media enquiries and when to issue news and public statements
- Identify and capitalise on opportunities to maximise ADCS messaging in the media
- Write promotional copy as required for the Association's weekly electronic bulletin and the ADCS website
- Maintain an appropriate presence for ADCS on social media, with a particular focus on LinkedIn
- Maintain accurate records of the Association's media presence, including an up-to-date press contacts list and enquiry log
- Prepare occasional papers and reports for the Association's governing body, Council of Reference, and ADCS Ltd Board of Directors
- Inputting into the planning for, and delivery of, a small number of national events e.g. conferences and policy seminars
- Undertake other duties or responsibilities as required and as commensurate with the grade of the post and in the context of working as part of a small and busy team
- The role requires occasional travel and overnight stays for which appropriate expenses will be covered.

Person specification

Knowledge and experience

- Educated to degree level or equivalent relevant experience
- A minimum of 2 years' experience in a media relations, journalism or public relations role in a public sector, local government, children or family policy context
- Experience of influencing others and building strong relationships to deliver tangible results
- Understanding of local and national government in England
- Good awareness of current affairs
- It would be desirable, but not essential, for the successful candidate to have direct experience of working in a local authority environment
- It would also be desirable, but not essential, to have media production experience e.g. videos or podcasts.

Skills, values and behaviours

- Ability to work independently and effectively to meet tight and changing deadlines
- Excellent and collaborative communication skills, both in person and in writing
- Good organiser who is able to work under pressure, managing multiple priorities and competing demands
- Creative thinking with the ability to develop relevant content independently
- Ability to assimilate new and often complex information in a timely way
- Good attention to detail, drafting accurate copy ready for sign off
- Strong IT skills including Microsoft Excel, Word, PowerPoint, relevant social media platforms and platforms to produce videos/ podcast
- Ability to work effectively in a busy, professional and demanding environment where attention to detail, accuracy and high-quality standards are the norm
- Flexible approach commensurate with working as part of a small team including the ability to occasionally work outside standard office hours (as part of an out of hours media rota), with willingness to travel within the UK, occasionally staying away from home overnight, as required.

The Association of Directors of Children's Services Ltd (ADCS)

ADCS is the national leadership association in England for statutory directors of children's services and their senior management teams

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