The role of the Communication Champion

As part of the Stoke-On-Trent School Readiness Implementation plan, three senior play and learning practitioners are required to take on the role of Communication Champions. These will be locality based positions. The main focus of the role is on the pre-birth to 2 years age range, supporting parents and carers, practitioners and communities to enhance children’s learning - particularly in the area of attachment and communication. This will ensure children are given the right opportunities to fully develop speech, language and communication skills before they start school.

Please see the person specification for Minimum Essential Requirements which you should address in your application. For the Communication Champion post your key duties are likely to include those identified in the Job Description but with a particular focus on those listed below.

Key duties:

- Identify key opportunities for embedding the Stoke Speaks Out and 5 to Thrive key messages across the locality and work to embed these messages firmly.
- Gather local intelligence of where communication skills are being developed well and where needs more targeted work to inform the School Readiness evaluation work.
- Ensure the success of communication ambassador volunteers in the locality - this will involve recruiting and training, enthusing, co-ordinating and linking the volunteers across the locality in partnership with Stoke Speaks Out programme officer in order to deeply embed the key messages in the locality.
- Extend the role of communication ambassadors to integrate them into the children’s workforce to increase capacity and develop expertise eg encourage parents to volunteer at Tiny Talkers groups etc.
- Develop and deliver ‘building babies brains’ attachment awareness sessions for parents and carers in the community with the flexibility to deliver this to a wide range of audiences. This will embed 5 to thrive and ensure it reaches the most vulnerable groups of parents.
- Increase the opportunities for parents and practitioners to receive key messages around early attachment and communication development.
- Create links to key agencies such as midwifery and health visiting to ensure messages are joined up and provision is supported across the spectrum of provision.
- Increase the story telling modelling opportunities to parents across the locality by ensuring children’s centre provision reflects this in planning and delivery.
- Deliver Bookstart corner sessions to targeted children receiving 2 yr funding and their parents to increase storytelling and love of reading in more vulnerable groups
- Along with the school readiness team enthuse and create new community opportunities to inspire a culture of talking to children and a love of books and reading.
- The post holders will work as part of the school readiness team to create evidence of what works locally to support early communication and to help shape future development of the project. There will be a strong need to gather evidence of impact.