

## JOB OUTLINE

**Job title:** Special Educational Needs Adviser (SEND) Adviser

**Job ref:** **HFL1585**

**Hours:** 37 hours per week, 52 weeks a year (part-time hours will be considered)

**Salary:** £53,000 - £55,000 per annum, FTE

**Contract:** Permanent

**Reports to:** Lead SEND Adviser

**Team:** Education Services

**Location:** Hybrid working consisting of remote working, flexibility required to work across educational settings in Hertfordshire and neighbouring counties, along with an opportunity to work up to two days per week in our Head Office in Stevenage, Hertfordshire, if desired. Occasional visits to our Head Office in Stevenage will be required for meetings.

## **OUR COMPANY**

HFL Education (Formerly Herts for Learning) is an award-winning provider of products and services to schools and educational settings within and outside Hertfordshire. We believe that every young person, through access to a great education, should be able to realise their potential, regardless of where they live or their circumstances.

We focus on supporting the schools we work with to achieve successful long-term outcomes for their children. HFL is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

## **JOB CONTEXT**

SEND advisers work with mainstream schools, settings and trusts to develop their SEN provision by advising, supporting, and challenging school leaders, special educational

needs coordinators (SENCO), teachers and support staff across early years, primary and secondary phases.

Drawing on their knowledge and experience of effective SEN provision, SEND advisers design high-quality and inspiring professional development activities and deliver dynamic and impactful training programmes across a range of online platforms and in-person events. Whilst also collaborating with other HFL advisers and Hertfordshire County Council (HCC) colleagues on a range of SEND initiatives.

### **PURPOSE OF THE JOB**

- To improve the quality of SEN provision by providing both challenge and support to SENCOs and school leaders in mainstream schools.
- To raise standards and promote the achievement and wellbeing of children and young people with SEND.
- To drive improvements in SEN provision by identifying and disseminating current research and evidence-based best-practice across mainstream schools.
- To develop and deliver inspirational professional development activities using online platforms and in-person events that increase the knowledge, skills and confidence of senior leaders, SENCOs, teachers, and teaching assistants to deliver high quality inclusive provision.
- To design tools and resources to support schools to promote an inclusive approach to the education of children and young people with SEND.
- To work in partnership with HCC to develop new approaches to raise the achievement of children and young people with SEND and support the implementation of the local authority's SEND Strategy.

### **MAIN AREAS OF RESPONSIBILITY**

- To act as a SEND adviser to mainstream schools, settings and trusts to provide advice, support, and guidance to headteachers, leadership teams, SENCOs, and governors in relation to the quality of education and impact on outcomes for children and young people with SEND.
- To maintain an overview of current national research and guidance and best practice in leadership, management, teaching, learning and curriculum development and disseminate that practice to SENCOs and school leaders.

- To support the implementation of local or national school improvement initiatives and policies.
- To contribute to the planning, design, and delivery of an inspirational SEND digital and in-person training programme.
- To forge trusted relationships with SENCOs and senior leaders and provide high quality customer service to encourage schools to engage in SEND training events and consultancy services.
- To work in partnership with HCC officers and other HFL colleagues in serving the best interests of children and young people with SEND in Hertfordshire.
- To work in collaboration with other HFL colleagues in serving the best interests of children and young people with SEND.
- To contribute to planning and evaluation activities across HFL's SEND team and Education Services.
- To maximise trading opportunities and contribute to the achievement of the SEND team traded target through training and consultancy.
- To provide written reports as appropriate.

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary.

## PERSON SPECIFICATION

### **Knowledge, Experience and Qualifications - Essential requirements:**

- A degree and relevant teaching qualification with QTS, and substantial experience as an outstanding classroom practitioner.
- Significant experience as a SENCO.
- A higher degree and/or additional qualifications in SEND such as the National Award for SEN Coordination or NPQ for SENCOs.
- Experience of senior leadership and management in a school and proven skills in implementing change and development in SEND.
- An excellent knowledge of the SEND Code of Practice: 0-25 years, associated legislation and other relevant guidance and support materials.
- Successful experience in leading professional development and supporting teachers and other practitioners to improve outcomes for learners with SEND.

- Experience of observing, monitoring, and evaluating the quality of teaching and learning, including giving feedback to teachers about their impact on children's learning and well-being.
- The ability to analyse, interpret, and use a wide range of information on schools and pupils' learning.

#### **Skills and abilities – desirable requirements:**

- High quality communication skills, both written and oral.
- High quality presentation and training skills.
- Strong interpersonal and coaching skills.
- High level of problem-solving and creative thinking skills.
- An ability to prioritise and organise one's own workload.
- An ability to make a significant contribution to the traded income of the team.
- ICT skills, as far as they are necessary to carry out the core tasks of the job.
- Effective team skills – the post holder will need to work well as part of a team.

#### **Personal Qualities:**

- A passion for improving the life chances of children and young people with SEND.
- High professional standards, strong moral purpose, credibility, and integrity.
- Flexible, highly organised, and resilient to change.

#### **Special requirements:**

You will be self-motivated, flexible, and prepared to travel to schools across Hertfordshire and beyond. The ability to reach different locations by car will be essential for this role. If you drive, then a full driving licence and appropriate car insurance will be required.

#### **APPLICATION PROCESS**

For an informal discussion regarding the role, please contact Louise Barrell, Lead SEND Adviser via email at [louise.barrell@hfleducation.org](mailto:louise.barrell@hfleducation.org)

To apply, please download and complete the HFL application form along with the supporting statement, explaining how you meet the requirements of the job outline and person specification. We would also be keen to hear why you are interested in becoming part of the HFL team.

As part of our move towards eradicating unconscious bias within the recruitment process, we ask that you follow the guidance stated in the application forms and submit these in a word format to enable your application to be anonymised.

To help HFL make sure our policies and working practices are inclusive and non-discriminatory we would like you to complete the HFL equal opportunities form. This will not be stored with your application and will only be utilised by HR.

To submit your application or to discuss any recruitment queries please email our Central Recruitment Team at [hfl.recruitment@hfleducation.org](mailto:hfl.recruitment@hfleducation.org)

**Closing Date:** Monday 23<sup>rd</sup> February 2026

**Screening Interview:** Friday 6<sup>th</sup> March, afternoon

**Face to Face Interviews:** Tuesday 17<sup>th</sup> March 2026 in Stevenage

**Start Date:** 1 September 2026, or earlier.

*This job advert may close as soon as sufficient applications have been received. To make sure you don't miss out on this great opportunity, please submit your application as soon as you can.*

## **EQUAL OPPORTUNITIES**

HFL is committed to being an equal opportunities employer. We insist on the equal treatment of all current and prospective colleagues and will never condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

HFL is also equally committed to becoming an anti-racist organisation and we encourage you to view our Anti-racist position statement which gives clarity on our anti-racist stance. In our relentless efforts to be an anti-racist organisation, we recognise the negative impacts of under representation and lack of diversity in our organisation, our education system and in all aspects of our society. Therefore, for recruitment into any HfL post, where we have two or more candidates of equal merit, candidates with protected characteristics will be given advantage over candidates without such

characteristics. This is sometimes referred to as a 'tiebreaker' and is referred to as 'positive action' in the Equality Act 2010.

To help us meet our high standards and aspirations of a fully diverse and inclusive workplace, we strongly encourage suitably qualified applicants from all backgrounds to apply and to join us.

Please note that if you are invited to interview, we will expect you to be prepared to discuss unconscious bias with us; we find these conversations more than any others give us all a good idea of what working together will be like.

### **DISCLOSURE AND BARRING SERVICE**

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview, you will receive more information.

### **INTELLECTUAL PROPERTY RIGHTS**

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.