

Role Profile

Role title: Public Information Ethics Officer

Reports to: Client Ethics Manager

Job purpose: To support the public in their understanding of what good practice is within counselling and psychotherapy. By responding to public enquiries, providing guidance and signposting, as well as providing additional support during the Professional Conduct complaints process, whilst ensuring the professional integrity of the service and helping to maintain public confidence in the profession.

Financial: None

Staff: No line-management responsibility

Other: Register department, members of the public, complainants, staff from public bodies and non-member practitioners.

The *Get help with counselling concerns* service is a unique and highly specialised service, responding to enquiries by both telephone and email.

Principal accountabilities:

1. To respond to wide-ranging enquiries, supporting potentially vulnerable members of the public which can often be complex, sensitive and distressing. To be able to respond to most enquiries whilst working within clearly defined boundaries and have an understanding of when an enquiry needs to be referred on.
2. To call on knowledge of the profession to offer an informed and objective perspective in response to the unique nature of each enquiry and help the enquirer identify their best course of action. To help identify areas of ethical concern, providing insight, guidance and reassurance appropriately. To be able to signpost enquirers and to understand when an internal referral needs to be made, for example, in relation to safeguarding.
3. To respond to a wide range of enquiries from non- member practitioners, as well as, for example, the police, schools and managers of therapy services. Using knowledge and experience to identify the best course of action. Working within clearly defined boundaries and referring enquiries on as appropriate to other colleagues and / or departments

Role Profile

4. To provide additional emotional support and information to complainants during the Professional Conduct complaints processes, whilst maintaining the professional integrity of the service and supporting the general public in the interests of public protection. To assist with managing their expectations and help with the challenges of the complaints processes.
5. To work with the Client Ethics Manager in the development of public-facing guidance/information relevant to the Ethical Framework for the Counselling Professions, and thereby promoting good practice
6. To support the collection and analysis of data related to public concerns and enquiries as reported via the 'Get help with counselling concerns' service. Provide reports based on this data in order to identify possible gaps in training and to inform good practice guidance.
7. To help to promote the *Get help with counselling concerns* service with internal and external stakeholders by supporting at learning events for staff members, attending external events with members and helping to create public facing promotional material. To raise the profile of the service to members to help support their practice.
8. To be responsible for the co-ordination of the updating of the public information on the BACP website. To take responsibility for ensuring the accuracy of information online in relation to BACP public facing information. Thus supporting the public engagement and public protection functions

- **BACP Principal accountability**

- To be a BACP ambassador by upholding and demonstrating our values at every opportunity, through verbal, written and face to face communication.

Context:

Operating environment: Providing specific ethical and practical information and guidance to clients and members of the public where they have concerns or questions regarding ethical behaviour of practitioners

Framework & boundaries: Providing practical information, guidance and support following the Ethical framework, good practice guidance and BACP policies and procedures.

Organisation: see org chart

Relationships:

Direct reports: None

Manager: Daily contact, Monthly 121s and regular team meetings

Role Profile

Other contacts: Register, Policy & Communications, Customer Services and Ethics teams

Knowledge & experience:

- Some knowledge and understanding of counselling and psychotherapy and the many modalities.
- The ability to deconstruct complex enquiries using objective listening skills and offering appropriate options and information in response.
- An in-depth knowledge of the Ethical Framework for the Counselling Professions
- An ability to develop a good understanding of the Professional conduct procedure and its accompanying policies
- Committed to high quality customer care
- Confident to know when an internal referral needs to be made. Has an understanding of own scope of competence and understands the need for potential referral to the safeguarding team
- Excellent communication skills, empathy, listening skills, an ability to keep calm in all circumstances and instil a feeling of understanding
- Good level of computer literacy skills across different systems, MS Office and ability to learn and adapt to IT systems
- To be a skilled communicator both written and orally, demonstrating good interpersonal skills, relating well to both internal and external stakeholders
- Work within a team and on own initiative where needed
- Ability to work autonomously and be accountable for meeting own objectives

Job challenge:

Day to day the work involves providing information to member of the public, often on complex, highly emotional and confidential situations without specifically directing their subsequent actions. Also, to be resilient enough to empathise with people who are, mostly, in a very low and emotional state and to have the patience to actively listen, at length sometimes, whilst maintaining a professional distance. To support the role of BACP in maintaining public confidence in the profession and the reputation of counselling and psychotherapy.

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