

JOB DESCRIPTION

Title: Communications Officer - Maternity cover - Fixed term contract for 1 year (Jan 2022 - Dec 2022)

Reports to: Operations Manager

Hours: 25 hours

Salary: £23,500 per annum (pro rata)

Pension contribution: 7% employer contribution

Workplace values

The postholder will be expected to operate in line with our workplace values which are:

- We care about others and show this in the way we interact with members of the public, colleagues, volunteers and staff from other organisations.
- We work to make sure everyone's voice is heard, including those who are vulnerable or disempowered (e.g. individuals who are unwell, bereaved or disabled) or at difficult points in their lives and who may find it more difficult to share their experience.
- We listen carefully to the feedback people give us and treat this information with respect and understanding.
- We work flexibly and our team work in creative and innovative ways, to respond to different situations and circumstances.
- We are approachable and responsive to others.
- We are honest, transparent, independent and answerable.
- We champion equitable ways of working.
- We challenge those in authority to improve and design better health and social care services
- We contribute to making change happen, empowering local people and communities to get the best from health and social care services
- We are a learning organisation; we learn from the work we do and support everyone in the team to develop their skills and knowledge.

Healthwatch is an independent watchdog for NHS and social care services in Kirklees and Calderdale. We give children, young people, adults and older people a powerful voice - making sure those who run, plan and regulate health and social care services hear the views and experiences of patients and carers. We also:

- Make reports and make recommendations about how those services could or should be improved.
- Promote and support the involvement of people in the monitoring, commissioning and provision of local health and social care services.
- Provide information and signposting to the public about accessing health and social care services and the options available to them.
- Make the views and experiences of people known to Healthwatch England, helping it to carry out its role as national champion.

OVERALL OBJECTIVES

Reporting to Healthwatch Kirklees Operations Manager the Communications Officer will be part of the overall Communications team that delivers high quality engaging pieces of work. These will be relevant to the business objectives, appropriate for various audiences, giving clear, up to date and informative information that allows local people, stakeholders and colleagues to be kept informed about local health and care services.

1. Communications

2. Outreach, Information and Signposting

3. General

1. Communications

- Ensure that Healthwatch Kirklees and Healthwatch Calderdale maintain a strong brand profile with stakeholders and the general public.
- Create innovative content (including images/animations/videos) for multiple online and offline channels.
- Maintenance and evaluation of marketing/communication channels.
- Format internal reports alongside brand guidelines
- Social listening and engagement.
- To develop, deliver and evaluate communication plans, using a variety of channels to ensure that target audiences are informed and engaged.
- Support the Healthwatch team to carry out engagement activities and outreach across both localities, with a particular focus on reaching communities who are less often involved or listened to.

- Assist the Director/Operations manager in development and implementation of the marketing strategy, using a variety of media to ensure that target audiences are reached, informed engaged and listened to.
- Help ensure the smooth-running and effectiveness of all Healthwatch activities and engagement projects, working both as part of a team and independently.
- Responsible for the development of the organisations websites and produce content in line with our current projects and updates around the health and care landscape.

2. Outreach, Information and signposting

- Support colleagues with key messages and offline materials for outreach sessions. This includes maximizing opportunities to ask people about their experience of health and social care services.
- Healthwatch uses a variety of methods of engaging people during outreach sessions. You must have a flexible approach and be willing to try new, creative and innovative ways of working.
- Manage online requests for information and signposting and deal with these requests in a caring, understanding way. You must accurately record this information using the organisation's recording system.
- Ensure that the quality of information given to people is of the best possible standard and meets the requirements of the organisation.
- Moderate reviews on the organisation's website and follow up where requested.
- Ensure that information gathered through enquiries and website reviews is used as a means of identifying issues for potential further work by Healthwatch.

3. Knowledge, training & personal development

- Ensure that your awareness and knowledge of health and social care services is up-to-date and that you share any relevant information with the staff team.
- Actively seek feedback to review and evaluate your own performance and identify your training and development needs.
- Work with the Chief Executive/line manager to facilitate your own personal and professional development through regular supervision meetings, annual reviews and on-going training.

4. General

- Participate in other related duties when required.
 - Encourage good teamwork and communication between all members of staff and volunteers.
 - Comply with all policies and procedures ensuring confidentiality, equal opportunities and anti-discrimination are observed and actively promoted.
 - Ensure compliance with health and safety regulations and accepted safe practices.
 - Attend appropriate internal and external meetings.
- Participate in undertaking periodic reviews of this job description for consideration by the Trustee Board.