

Job Title: Communications, Information and Signposting Lead Officer

Responsible and accountable to: Chief Executive

Responsible for: External communications, information and signposting function across:

- Connected Together CIC
- Healthwatch Rutland
- Healthwatch North Northamptonshire
- Healthwatch West Northamptonshire
- Other contracts as applicable

Accountable to: Chief Executive Officer

Main functions of the post:

- To ensure Connected Together CIC and its local Healthwatch have a visible and positive profile using a wide range of communication methods which are accessible to a diverse range of audiences.
- To support the Information and Signposting function of local Healthwatch.
- To write and lead on a Communications Plan for CTCIC and its local Healthwatch.
- To be responsible for updating the websites and removing old information.
- To write and disseminate newsletters via MailChimp.
- To draft and disseminate press releases and other communications as required.
- To be responsible for and support all social media content e.g. Twitter, Facebook etc.
- To enable local communities to have a real voice about local health and social care services and to facilitate responses to consultations impacting on local services e.g. via Survey Monkey and Quick Polls.
- To provide management information for contract monitoring across all communications.

Principal duties and responsibilities of the post

- 1) To deliver effective external communications about the work and impact of the company using a wider range of methods including media and PR; social media; newsletters and communications in a range of formats e.g. MailChimp.
- 2) To design and implement multi-media communications campaigns linking web content, newsletters, social media etc for projects and programmes of work as part of a Communications Strategy and work plan.
- 3) To draft for approval the Healthwatch annual reports using the Healthwatch England template liaising with colleagues for content.
- 4) To manage the Information and Signposting system for our local Healthwatch. The Information and Signposting system is a comprehensive database of information about local health and social care provision and support for patients, services users and carers and will include statutory, private and voluntary and community provision. The postholder will ensure effective delivery and continuous improvement.
- 5) To be one of the first points of contact for members of the public, patients, service users, carers and local organisations who required information about health and social care organisations and services.
- 6) To represent the organisation on local engagement and involvement bodies which aim to improve health and social care outcomes.
- 7) Utilise a wide variety of methodologies and tools appropriately in outreach, engagement and representation and understand local safeguarding policies and procedures relating to adults, young people and children.
- 8) Work in partnerships that include people from community groups and support joint working between paid officers and voluntary and community representatives.
- 9) Actively seek to engage with volunteers, service users, carers and advocacy organisations in line with local Healthwatch work plans.

General duties and responsibilities:

- With other team members work with other agencies to promote the focus on equalities and inclusion in Healthwatch.
- Organise and facilitate meetings and events on behalf of Healthwatch ranging from focus groups to conferences.
- Gather evidence of the impact of local Healthwatch and provide monitoring information and reports as required.

- Take an active interest in ensuring Healthwatch operates effectively, according to best practice and fulfils its obligations.
 - Work within a team to maintain and achieve high standards and understand the importance of time management and meeting deadlines.
 - Disseminate information and learning as appropriate to other networks if required, and in conjunction with the communications policy.
 - Help to ensure that Healthwatch embraces diversity, challenges discrimination, and reflects local communities.
 - The postholder will be responsible and accountable for ensuring all employment legislative requirements are adhered to including equality and diversity and health and safety issues.
 - The post holder will be expected to undertake other responsibilities and tasks as reasonably requested by the line manager.
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Person Specification:

Attributes	Criteria	Essential	Desirable	Assessment Methods: <input type="checkbox"/> Application Form <input type="checkbox"/> Interview <input type="checkbox"/> Test <input type="checkbox"/> Presentation
Qualifications	Educated to degree level in a relevant discipline or equivalent experience	X		Application form
Skills, Knowledge and Experience	<p>Experience of delivering a communications function, including media and PR; social media and newsletters to reach a diversity of audiences.</p> <p>Ability to develop and maintain websites and other communication platforms e.g., MailChimp and Survey Monkey</p> <p>Good understanding of the health and social care system in England.</p> <p>Excellent IT skills including database management; power point and social media</p> <p>Ability to develop and use a comprehensive communications and information database. (We currently use Civi - training will be given)</p> <p>Experience of community engagement and understanding of patient, user and carer involvement techniques and developing and writing a Communications Plan</p> <p>Ability to deliver high quality work to tight deadlines</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p>	<p>Application form and interview including presentation</p>

	<p>Excellent communications skills - written and verbal</p> <p>Experience of working with a diversity of people - including people with mental health needs and people with learning disabilities</p> <p>Ability to work as a member of a Team</p>	<p>X</p> <p>X</p> <p>X</p>		
Personal Qualities	<p>Commitment to diversity and equality</p> <p>Empathic, patient and sensitive - a good listener</p> <p>Able to work calmly under pressure</p> <p>Able to work occasional evenings and weekends when the need arises</p> <p>Ability to travel across Northamptonshire and Rutland, using own or public transport</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>		Application form and interview including presentation