

**Communications and Engagement Officer**

**Salary:** £29,400 per annum pro rata

**Hours:** 3 days per week; hybrid working considered

**Reporting to:** General Manager

**Staff reporting:** None.

**Office:** Portsoken Community Centre,20 Little Somerset Street, London E1 8AH

Job description developed December 2022

**PURPOSE OF THE ROLE**:

Provide Communication and Engagement support to Healthwatch City of London (HWCoL) by:

* Working with the HWCoL Board of Trustees, General Manager, stakeholders and partners to develop and deliver the organisation’s communications and engagement objectives.
* Ensuring that HWCoL’s contract with the City of London Corporation is delivered to the highest quality, meeting the needs of the residents and workers in the City of London.
* Developing a strong well networked and independent organisation that gives a voice to the people in the City.

**CONTEXT**

In April 2013 a Healthwatch was set up in every county and borough in England and Wales as part of the Health and Social Care Act with a co-ordinating national body – Healthwatch England. Healthwatch City of London, the hiring organisation, was set up as a Charitable Incorporated Organisation in 2019.

Core funding is from the City of London, but the organisation will seek to diversify where possible and increase income from other sources.

The Communications and Engagement Officer is responsible for the overall delivery of the organisation’s communications and engagement objectives, working closely with the General Manager to develop the communications and engagement strategy.

In conjunction with the General Manager board the postholder is responsible for managing all key stakeholder relationships, charity partner relationships and public engagement.

**RESPONSIBILITIES, DUTIES AND TASKS**

**Leadership**

* Attend board meetings and participate in the development and delivery of the organisation’s strategic direction and objectives.
* Where required, represent HWCoL at key strategic meetings – these may include, City and Hackney Integrated Commissioning Board, NEL Integrated Care Board, City of London Health and Wellbeing Board, the Oversight and Scrutiny Committee, and City and Hackney Public Health Meetings.
* Provide the Board with information, reports, advice and user feedback to enable it to maintain strategic oversight.
* Work with the Board, members and partners to evaluate the effectiveness of HWCoL. This will include commissioning independent evaluations and preparing monitoring and annual reports for funders and other stakeholders
* Develop robust networks and identify opportunities for HWCoL to provide influence and leadership both locally and further afield.

**Relationship Management**

* Build on existing close and constructive working relationships across the City of London. Key partners include the Corporation of London, London Borough of Hackney, the City and Hackney ICP, the relevant Health and Wellbeing boards, The North East London Integrated Care Partnership and local providers of health and social care as well across the corporate community building up a ‘network of networks’
* Build and maintain a working relationship with neighbouring Healthwatch organisations, especially those in Hackney, Camden, Islington and Tower Hamlets. Understand that City residents use primary and secondary care facilities across all these boroughs and that HW CoL needs to work closely with its neighbouring Healthwatch to ensure that the City voice is heard;

* Build and maintain positive relationships across all stakeholder groups regardless of the need to challenge or negotiate with them.
* Build and maintain excellent relationships with local charities and voluntary groups working collaboratively to increase capacity and impact.
* Ensure HWCoL maintain a good reputation through effective marketing and communications.
* In conjunction with HWE participate in national campaigns ensuring they are relevant to the City,
* Provide a central contact point for HWCoL and its stakeholders (residents and workers within the City, statutory and voluntary sector partners) ensuring the organisation’s vision, products and services are consistently presented in a strong positive image to all
* Prepare briefings or consultation responses to support HWCoL external stakeholder engagement.
* Deliver the communication and engagement plan in collaboration with the General Manager. This will include social media strategy, monthly newsletter and updates, maintenance of the website and data bases.

**Operational delivery**

* Ensure that the website is well maintained, and that relevant content is published regularly as a key part of the organisation’s communications and engagement strategy.
* Ensure that the organisation participates in a meaningful ongoing dialogue with its stakeholders and other members of the public using social media platforms including via Facebook and Twitter.
* Ensure that the organisation makes effective use of digital techniques to target hard-to-reach residents and workers within the City including surveys, email newsletters, and targeted digital marketing campaigns.
* Ensure that HWCoL is compliant with all aspects of the law relating to Data Protection Act 2018, including GDPR

**Role specific duties:**

* Delivery of a communications strategy for Healthwatch City of London, including printed and digital communications, publicity and promotional activities, press and media engagement and events.
* Production of monthly newsletter and fortnightly news bulletin and distribution utilising the relevant networks to ensure coverage across the City.
* Keep up to date with City relevant news and information by working with stakeholders and using relevant regular publications.
* Production of statutory documentation including, but not limited to the Annual Report and Charity Commission Annual Submission.
* Develop and maintain the website by editing content and ensuring the quality of content posted online is accurate, up to date and professional. Identify relevant topics for inclusion by searching other relevant documentation for useful information.
* Monitor web analytics and support the development of strategies for increasing traffic to various parts of the site as well as professional Search Engine Optimisation
* Support the planning, design and implementation of social media activity: manage Facebook, Twitter and other digital activity.
* Undertake an annual review of HWCoL’s communications and engagement strategy including designing undertaking and evaluating an annual user and stakeholder survey.
* Production of collateral including leaflets, posters, feedback forms advertising of HWCoL events.
* Identifying external media opportunities to promote Healthwatch City of London and coverage of key activities, projects and messages.
* Support the organisation of internal and external meetings, including all Board meetings with production of the minutes and ensure copies of agendas, minutes and papers for Public Board meetings are available on HWCoL’s website and in hard copy if requested.
* Facilitate monthly drop-in sessions for City residents ensuring that activities are advertised and evaluated
* With the general manager design and implement the monthly Patient Panels securing relevant speakers and providing relevant materials
* Marketing and raising of Healthwatch City of London’s profile as the people’s champion in health and social care via social media and engagement events, outreach activities, and publications.
* Produce publicity and promotion materials for events and engagement activities, measure the effectiveness of HWCoL events and engagement activities and make recommendations to increase profile and effectiveness.

**Signposting**

* Support handling of telephone calls, emails and drop-ins related to people’s experiences, signposting and giving information, respecting and maintaining confidentiality.
* Support the recording and analysis of issues reported to Healthwatch City of London.
* Assist with records management and record management system and maintain relevant policies ensuring they are up to date.

**General duties:**

* Deputise for General Manager covering annual leave where relevant.
* To maintain personal and professional development to meet the changing demands of the job, participating in appropriate training activities.
* To undertake such other duties, training and/or hours of work as may be reasonably required, and which are consistent with the general level of responsibility of this job role.
* To undertake health and safety duties commensurate with the post and as detailed in the HWCOL Health and Safety Policy.

**Note on changes**

HWCOL reserves the right to alter and amend the content of this job description to reflect changes and the evolving nature of the role, without altering the general character or level of responsibility. These are the key tasks as currently defined. They are **not** listed in priority order and post holders should not place emphasis on the location of the task within the job description. Any amendments will be undertaken on consultation with the postholder.

**PERSON SPECIFICATION**

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| **Attributes**  | **Essential**  | **Desirable** |
| Education and training  | * Degree level or equivalent experience
 | Additional communications or Public Relations qualification  |
| Experience  | * Communications and Engagement experience in a health/social care or charity sector
* Strong experience in networking and influencing.
* Experience of working in a complex and evolving environment
* Partnership working and stakeholder management.
* Development and publication of content on social media channels
* Marketing and public relations
* Copy writing and content production.
* Experience of working with members of the public and communities
* Experience of planning and managing events
 | * Strategic and business planning
* Experience of business planning, budget management, staff management
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| Skills  | * Excellent presentation skills
* Publishing on web platforms
* Identify appropriate content for multiple social media platforms.
* High ICT literacy especially MS Office
* Interpersonal skills to develop a co-operative and supportive relationship with the Chair and other Trustees of HWCoL
* Disseminate complex information in an accessible way in so users of our services can understand it
* Previous people management skills
* Engaging with non-English speaking communities
 | * Drupal experience
* Identify translation resources to ensure accessibility of information to all communities.
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| Communication Skills  | * Experience of communications planning and strategy – who should the organisation be reaching out to and how does the organisation action this?
* Ability to communicate effectively with a diverse range of people and organisations
 | Experience of public relations * Confident speaking with and engaging with members of the public.
* Chair and manage small events.
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| Knowledge | * Knowledge of the context and operating environment of HWCoL
* An understanding of third sector funding and application for funding.
* Understanding of the requirements pertaining to Data protection and Information Governance
 | * An understanding of the City and its local communities
* An understanding of Healthwatch and/or patient and public involvement programmes
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| Additional qualities  | * Ability to work effectively in a multiagency setting.
* Ability to think, plan and act strategically.
* Commitment to equality and diversity
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