



## **Communications and Engagement Officer**

**Salary:** £29,500 per annum pro rata

**Hours:** 4 days per week; flexible working considered

Contract: 1-year fixed term

**Reporting to:** General Manager

**Staff reporting** None

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

Job description developed July 2025

### **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.
- Manage the Healthwatch City of London volunteer team.

### **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.

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, the overall delivery of the organisation's volunteer and projects objectives and responsible for managing all key stakeholder relationships, charity partner relationships, public engagement and volunteer engagement.

### **RESPONSIBILITIES, DUTIES AND TASKS**

- Provide the Board with information, reports, advice and user feedback to enable it to maintain strategic oversight and meet organisational objectives.

### **Relationship Management**

- Build on existing close and constructive working relationships across the City of London, including statutory bodies and local Health and Social Care providers.

- Build and maintain a working relationship with neighbouring Healthwatch organisations, especially those in the North East London ICB footprint, local charities and voluntary groups.
- Ensure HWCoL maintain a good reputation through effective engagement and communications
- 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
- Deliver the communication and engagement plan in collaboration with the General Manager. This will include delivering our social media strategy, monthly newsletter and updates, maintenance of the website and our data bases.

### **Communications and Operational delivery**

- 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
- Ensure that the organisation participates in a meaningful ongoing dialogue with its stakeholders and other members of the public using social media platforms, targeted digital marketing campaigns and traditional media.
- Develop and maintain the website providing accurate, up to date information on relevant topics.
- Production of monthly newsletter and fortnightly news bulletin and distribution utilising the relevant networks to ensure coverage across the city.
- Production of statutory documentation including but not limited to the Annual Report and Charity Commission Annual Submission.
- 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
- Undertake an annual review of HWCoL's communications and engagement strategy including designing undertaking and evaluating an annual user and stakeholder survey.
- Identifying external media opportunities to promote Healthwatch City of London and coverage of key activities, projects and messages
- With the general manager design and implement the monthly Patient Panels securing relevant speakers and providing relevant materials
- To promote Healthwatch City of London produce publicity and promotion materials including leaflets, posters and feedback forms for events and engagement activities, measure the effectiveness of HWCoL events and engagement activities and make recommendations to increase profile and effectiveness.
- Ensure that HWCoL is compliant with all aspects of law relating to volunteers, including health and safety, training, DBS and GDPR.

### **Volunteer management:**

- Undertake an annual review of volunteer strategy, policy, handbook, Induction pack recommending changes and amendments accordingly.
- Identify opportunities for recruitment to ensure a diverse representative volunteer team
- Undertake all aspects of volunteer recruitment, appointment, induction and training as stated in HWCoL Recruitment Policy.

- Provide volunteers with support, supervision and appraisals as required. Chair volunteer Team meetings.
- Maintain volunteer database, records and project folders.
- Management of volunteer time and project allocation.
- Management and reporting of the Tempo time credits
- Ensure Disclosure and Barring checks (DBS) compliance for all volunteers

#### **Project management**

- Ensure projects meet with HWCOL objectives, enhance HWCOL's reputation and values. And raise the voice of the residents, workers and students of the City of London
- Allocate and supervise the development of projects and timelines for delivery  
Participate in North East London, national and local campaigns and projects ensuring they are City focused.
- Creation and management of project plan and timelines for delivery
- Production of output reports and recommendations following completion of projects, and appropriate follow-up of recommendations.

#### **General duties:**

- Board administrative duties including production of Board meeting minutes
- 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.

**Last Updated 31/07/2025**

## PERSON SPECIFICATION

Attributes	Essential	Desirable
Education and training	<ul style="list-style-type: none"> <li>• Degree level or equivalent experience</li> </ul>	Additional communications or Public Relations qualification
Experience	<ul style="list-style-type: none"> <li>• Communications and Engagement experience in a health/social care or charity sector</li> <li>• Strong experience in networking and influencing</li> <li>• Experience of working in a complex and evolving environment</li> <li>• Partnership working and stakeholder management</li> <li>• Development and publication of content on social media channels</li> <li>• Marketing and public relations</li> <li>• Copy writing and content production</li> <li>• Experience of working with members of the public and communities</li> <li>• Experience of planning and managing events</li> <li>• Experience of all aspects of volunteer recruitment, allocation and monitoring</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic and business planning</li> <li>• Experience of business planning, budget management, staff management</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Excellent presentation skills</li> <li>• Publishing on web platforms</li> <li>• Identify appropriate content for multiple social media platforms</li> <li>• High ICT literacy especially MS Office</li> <li>• Interpersonal skills to develop a co-operative and supportive relationship with the Chair and other Trustees of HWCoL</li> <li>• Disseminate complex information in an accessible way (in) so users of our services can understand it</li> <li>• Previous people management skills</li> <li>• Engaging with non-English speaking communities</li> </ul>	<ul style="list-style-type: none"> <li>• Identify translation resources to ensure accessibility of information to all communities</li> </ul>

Communication Skills	<ul style="list-style-type: none"> <li>• Experience of communications planning and strategy – who should the organisation be reaching out to and how does the organisation action this?</li> <li>• Ability to communicate effectively with a diverse range of people and organisations</li> </ul>	<p>Experience of public relations</p> <ul style="list-style-type: none"> <li>• Confident speaking with and engaging with members of the public</li> <li>• Chair and manage small events</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• Knowledge of the context and operating environment of HWCoL</li> <li>• An understanding of third sector funding and application for funding.</li> <li>• Understanding of the requirements pertaining to Data protection and Information Governance</li> </ul>	<ul style="list-style-type: none"> <li>• An understanding of the City and its local communities</li> <li>• An understanding of Healthwatch and/or patient and public involvement programmes</li> </ul>
Additional qualities	<ul style="list-style-type: none"> <li>• Ability to work effectively in a multiagency setting</li> <li>• Ability to think, plan and act strategically</li> <li>• Commitment to equality and diversity</li> </ul>	