

JOB DESCRIPTION

Title:	Healthwatch Communications Officer
Employed by:	Voluntary Action Coventry
Location:	Office/home based
Reports to:	Chief Officer
Salary:	£28,000 pro rata, 7% employer pension contribution (NB the current funding agreement for the delivery of Healthwatch by VAC runs to 31 July 2023), however the function of local Healthwatch is ongoing)
Hours:	12 hours per week Work outside post holder's normal working hours, evening and/or weekend work to support Healthwatch activity is required.

CONTEXT

Healthwatch Coventry is delivered by Voluntary Action Coventry a local Charity. Healthwatch Coventry is part of network of 151 local Healthwatch in England. Our mission is to champion the voices and interests of local people in health and social care services. We're here to find out what matters to local people and make sure their views and experiences shape services by sharing these and working with those who run and plan services. We also help people find the information they need about services in their area. The Healthwatch role is defined in legislation.

PURPOSE OF THE ROLE

- To lead Healthwatch Coventry social media and broader external communications to enable us to provide information to and gather the experiences of local people
- To extend the reach of Healthwatch Coventry communications in our local communities so that we connect with more local people

MAIN RESPONSIBILITIES

- To produce and oversee communication plans and communication campaigns linked to Healthwatch Coventry work priorities, local and national issues and Healthwatch England work
- To oversee our approach to social media, working with and supporting other team members to make sure that we create and post content to an agreed approach
- To understand, develop and increase our social media audience and following

- To plan and create different types of social media content including video and identify opportunities for more creative content and approaches designed to talk with people via social media
- To work with external organisations, developing linked approaches to messages and campaigns
- To oversee the content of the Healthwatch Coventry website taking an overview and identifying areas for development. Working with the Support Officer regarding any technical issues with the site and liaison with Healthwatch England
- To keep up to date with changes and opportunities in social media and communications and set us up on new platforms as appropriate
- To plan and co-ordinate pieces of work involving volunteers
- To produce reports about what we find out from local people, our activity and reach
- To record information on Healthwatch Coventry information systems following agreed processes

OTHER DUTIES

- To keep abreast of health and care developments to ensure your knowledge base is up to date to inform your work
- To use external information relevant to the experiences of patients and the public to inform your work
- To support Healthwatch visits to NHS and care services as required.

GENERAL DUTIES

- To be flexible and provide cover for other team members as required and carry out associated duties that may arise
- Abide by organisational policy, codes of conduct and practices
- Maintain a thorough working knowledge of Healthwatch data protection and safeguarding processes
- Keep up to date with Healthwatch England information and guidance including the Healthwatch brand use guidance
- To enact the values of Healthwatch and Voluntary Action Coventry
- To take responsibility for personal learning and development

PERSON SPECIFICATION
Healthwatch Communications Officer

When completing this application form you need to demonstrate that your knowledge, skills, and experience match the requirements listed below, or that you have the potential to develop these.

Criteria	Specification	Essential (E) or Desirable (D)
Experience	Experience of writing and designing copy for a public audiences	E
	Demonstrable experience of producing content for different social media channels	E
	Experience of developing plans and/or working to targets and outcomes	E
	Experience of developing social media reach and approach	E
	Experience of writing and updating website content	D
	Experience of website content management systems	D
	Experience of working with volunteers	D
	Strong connection with Coventry or understanding of Coventry communities	D
	Understanding of the Health and Social Care services in Coventry	D
Skills	Creativity to design and produce social media content	E
	Ability to write effectively for a public audience in plain English	E
	Planning and time management skills – enabling you to co-ordinate input and manage your own time	E
	Ability to form and maintain good working relationships with external contacts	E
	Record keeping skills and attention to detail	E
	Ability to speak a community language used in Coventry	D
Behaviours	Commitment to Healthwatch Coventry’s values, policies and procedures	E
	Effective team player with good team working skills	E
	Commitment to develop own learning	E
	Commitment to work flexibly to meet the needs of VAC and Healthwatch Coventry, including evening or weekend work as necessary and planned	E

Contra-indicators

Any previous convictions which would render the person unsuitable to work with vulnerable people or enter premises where vulnerable people are being cared for. This post is exempt under Section 4 (2) of the Rehabilitation of Offenders Act, and the successful candidate will be DBS checked prior to taking up the post.