

Job title: Healthwatch Communications and Involvement Officer

Employed by: Voluntary Action Coventry

Reports to: Healthwatch Chief Officer

Salary: £26,999 pro-rata £7% pension

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: 30 hours per week over 4 or 5 days

Work outside post holder's normal working hours, evening and/or weekend work to support Healthwatch activity is required.

Location: Office/home based with some time in health and social care and community settings

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 to 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

- 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 organise and carry out a range of creative community involvement activity designed to extend the reach of Healthwatch Coventry in our local communities and gather their health and social care experiences

MAIN DUTIES

- To create and lead specific Healthwatch promotional campaigns linked to our work programme to gather views on topics in set timeframes. These may be social media based or across a range of communication channels
- To produce communication and campaign plans linked to Healthwatch Coventry work priorities, local and national issues and Healthwatch England work

- To develop social media and other online ways for engaging and connecting with local people by developing our social media reach, networking through our following and exploring new ways to use social media and online routes to support our engagement work
- To plan and deliver effective and creative involvement and outreach activities with individuals and groups, including actively engaging with communities that are seldom heard
- To generate new members and followers of Healthwatch Coventry and promote other ways for people to get involved.
- To build links and relationships in local communities and with voluntary and community and informal groups to enable Healthwatch to hear the experiences of different people.
- To build and utilise local contacts to support communication work including links with local media such as community radio stations and also community based groups/fora
- To create social media content for different social media channels including images, written messages, video and other innovative content and use of social media management platforms with the aims of:
 - promoting Healthwatch
 - encouraging people to share the views with us and get involved in Healthwatch
 - supporting our information giving role
- Plan, schedule and co-ordinate Healthwatch social media content working with other team members as relevant to their roles
- To produce clear and accessible copy in different formats such as content for external e-news, newsletters, media releases, leaflets, posters, information sheets etc
- To oversee the content and function of the Healthwatch Coventry website and problem solve any issues with the site and liaise with Healthwatch England
- To plan and co-ordinate time limited and ongoing pieces of work involving Healthwatch volunteers
- Keep abreast of good engagement practice and actively seek out innovative ways to capture and express people's views/experiences.
- To keep up to date with changes and opportunities in social media and communications
- To capture, collate, and analyse information/data showing the experiences people have shared with us about NHS and social care services
- To produce reports about what we find out from local people our activity and reach etc
- To record information on Healthwatch Coventry information systems following agreed processes

OTHER DUTIES

- To provide cover for the Healthwatch information service responding to questions from the public as required
- To attend external meetings on behalf of Healthwatch Coventry
- To provide analysis of external information relevant to the experiences of patients and the public in NHS and care services to inform Healthwatch work
- To keep abreast of health and care policy developments and services, to ensure your knowledge base is up to date to inform your work
- To take part in and 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
- To enact the values of Healthwatch and Voluntary Action Coventry
- To take responsibility for personal learning and development

Healthwatch Communication and Involvement Officer

PERSON SPECIFICATION

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)	Assessed by Application (A) Interview(I) Task(T)
Experience	Experience of writing and designing copy for a public audience in different formats	E	A,I
	Demonstrable experience in the use of different social media channels including Facebook Instagram and Twitter	E	A,I
	Experience of different methods of community engagement including reaching those who are least heard	E	A, I
	Experience of building external links, networking and relationship building	E	A, I
	Experience of work/project planning, working to targets and outcomes	E	A, I
	Experience of researching and collating information and asking relevant questions to look below the surface	E	A, I
	Experience of working with people from BAME communities or people from excluded communities	D	A, I
	Experience of writing and updating website content	E	A, I
	Experience of working with or responding to members of the public	D	A, I
	Experience of working with or co-ordinating volunteers	D	A, I
	Strong connection with Coventry or understanding of Coventry communities	D	I
	Skills	Ability to write in plain English to produce different types of documents or content	E
Ability to design and produce creative social media content		E	A/I
Planning and time management skills – enabling you to co-ordinate input from different people into pieces of work within set timeframes and plan different pieces of work simultaneously		E	A/I
Active listening skills – ability to gather information by listening and asking questions		E	I
Empathy and understanding		E	I

	Ability to work on own initiative, plan work and manage your own time within the context of a team delivering outcomes for Healthwatch	E	A, I
	Ability to form and maintain good working relationships with external organisations/contacts	E	A, I
	Ability to speak another community language used in Coventry	D	A
	Record keeping skills and attention to detail	E	A, I

Knowledge	Well-developed knowledge of Microsoft Office programmes including Excel	E	A,T
	Very good understanding of use of social media	E	A/I
	Understanding of the needs and challenges faced by diverse and excluded communities	E	I
	Understanding of the Health and Social Care services in Coventry	D	I
	Of good practice in working with and supporting volunteers	D	A, I

Behaviours	Commitment to Healthwatch Coventry's values, policies and procedures	E	I
	Effective team player with good team working skills	E	I
	Commitment to develop own learning	E	I
	Commitment to work flexibly to meet the needs of VAC and Healthwatch Coventry, including evening or weekend work as necessary and planned	E	I
	Full driving license and use of a car to travel to undertake Healthwatch work in different locations as needed and to transport Healthwatch equipment etc	E	I

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.