



## **OVERVIEW**

### **JOB TITLE: Marketing, Communications & Engagement Officer**

Pay: £12,480

### **BASIC QUALIFICATIONS:**

Hours: 20 hours a week, 10-2pm Monday-Friday.

Responsible to: Healthwatch Bexley Manager/Managers

Location: Mind in Bexley office at 2a Devonshire Rd, Bexleyheath DA6 8DS

CONTRACT LENGTH: 9 months

Please note that this position will be subject to satisfactory references and will be subject to an Enhanced DBS check.

## **About Healthwatch Bexley**

Healthwatch Bexley was established in 2013 to act as the statutory, independent consumer champion for health and social care services in the borough. We're here to listen to the voices of local people and to help them navigate the complex health and social care systems. Everything we say and do is informed by our connections with Bexley's residents.

A key focus of Healthwatch Bexley is to understand the needs, experiences and concerns of people who use services so that we can speak out on their behalf to influence service provision. It is a priority to seek out and listen to disadvantaged groups who are seldom heard so that they are given a voice.

Engagement is fundamental to the way Healthwatch Bexley works and during the Coronavirus pandemic we have had to adapt. Finding new and creative methods of engagement is crucial and we want to focus on finding new ways of engagement to ensure we can deliver key messages from the community to stakeholders.

We aim to ensure that all those who plan and provide services in the borough listen to the voices and experiences of local people directly, or via Healthwatch Bexley, to shape high-quality services that meet individuals' needs.

Each year Healthwatch Bexley undertakes an extensive programme of work, which aims to have a positive impact on individuals, communities and the wider system.

Healthwatch Bexley is hosted by Mind in Bexley.

## **Job Description**

## **Job Summary**

To develop the external profile of Healthwatch Bexley by communicating across all social media platforms including the website. Creating communications that raise awareness of Healthwatch Bexley's activities and work. Promote Healthwatch Bexley to encourage a wide variety of residents to get involved and have their say. Assist with the community engagement function by attending events and engagements and creating opportunities to reach out and engage with residents.

## **Key Responsibilities**

### **Communications**

- Market and raise the profile of Healthwatch Bexley as the people's champion in health and social care via social media, engagement events, outreach activities, website and publications.
- Develop and oversee the delivery of effective communications for Healthwatch Bexley, including written and digital communications, publicity and promotional activities and events.
- Produce quarterly newsletters using Mailchimp.
- Support the staff team with the compilation and formatting of reports in particular the Annual Report.
- Re-format reports into Easy Read using Photosymbols.
- Assist with the production of online surveys using Survey Monkey.
- Produce publicity and promotional materials, including leaflets and flyers using Canva.
- Develop relationships with community groups to support timely information sharing on matters of local health and social care significance.
- Liaise with Healthwatch England to support national/regional/local communications and promotional activities as part of the Healthwatch network.
- Identify external media opportunities to promote Healthwatch Bexley.
- Be aware of communications by other Healthwatch teams and align messaging where appropriate.

### **Engagement**

- Together with the staff team, plan and participate in a year-round programme of Healthwatch engagement events and outreach activities for Bexley to build awareness of Healthwatch Bexley.
- Provide signposting and information on local health and care services to residents.
- To use research methods and tools such as surveys and focus groups to collect qualitative and quantitative evidence of local people's views and experiences.
- To conduct enter and view visits to local service providers such as GP practices and hospitals.
- Handle telephone calls and emails relating to people's experiences, signposting and giving information, respecting, and maintaining confidentiality.

### **Digital and social media**

- Develop and maintain the website, create and edit content and ensure the quality of content posted online is accurate and professional.
- Ensure the website is up to date and provides useful information for service users, stakeholders and the public.
- Monitor website and social media analytics.
- Plan, design and implement social media activity and schedule social media posts using Hootsuite.
- Manage the Facebook, Twitter and Instagram accounts.

### **Other duties and requirements**

- Provide monitoring information and reports as required.

- Work with other team members to develop the most appropriate internal systems and practices.
- Comply with all Healthwatch Bexley/Mind policies and practices and work according to best practice principles regarding equal opportunities, embracing and celebrating diversity and inclusion.
- Lead on the management and maintenance of the Healthwatch CRM database and provide training and support to other team members.
- Lead on the management and maintenance of the Healthwatch Bexley website and provide training and support to other team members.
- Attend the Healthwatch South East London Officers meeting to engage with the Healthwatch network to share learning and good practice.
- Represent Healthwatch Bexley at local meetings as required and with the support of the manager.
- Any other duties as required by the Manager in line with the responsibilities of the post.

This is a description of the job as it is presently constituted. It is the practice of the organisation to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This would be conducted in consultation with you through your Support & Supervision sessions

### PERSON SPECIFICATION

	<b>ESSENTIAL</b> <b>The qualities without which a post holder could not be appointed</b>	<b>DESIRABLE</b> <b>Extra qualities which can be used to choose between candidates who meet all the essential criteria</b>
<b>Qualifications</b>		

<p><b>Experience and Knowledge</b></p>	<p>Experience in engaging with and communicating effectively with a range of stakeholders</p> <p>Experience in developing and/or delivering community engagement and involvement activities</p> <p>Experience in delivering projects to time</p> <p>An understanding of diversity and equal opportunity issues as they relate to accessing and using information and health and social care services</p>	<p>Practical knowledge and understanding of community engagement practices, principles and values. In particular experience of community research techniques, engagement and co-production</p> <p>Knowledge of local health and social care organisations and or local voluntary and community organisations</p>
<p><b>Communication Skills</b></p>	<p>Excellent communication skills, both oral and written, and the ability to engage and build relationships with a range of stakeholders</p> <p>Strong writing and record-keeping skills</p> <p>Strong interpersonal skills, enabling the post holder to influence and to work effectively as part of a team and with volunteers</p>	
<p><b>Administration Skills</b></p>	<p>Strong computer literacy skills and experience of using Microsoft Word, Excel and Powerpoint, Facebook, Twitter and Instagram</p>	<p>Experience in using Survey Monkey, Canva, MailChimp, Photosymbols and Hootsuite</p>

<p><b>Organisational Skills</b></p>	<p>Strong organisational and planning skills, the ability to prioritise in the face of competing demands, and proven success in delivering work personally to deadlines</p>	
<p><b>Personal Attributes</b></p>	<p>Enthusiasm, imagination, innovation, energy and drive with a warm, outgoing personality</p> <p>Enthusiasm for working for a small but influential organisation</p> <p>Willingness to take on different tasks as the role develops to meet the needs of the organisation</p> <p>Willingness to undertake travel within the borough</p> <p>Self-motivation and ability to work from home</p> <p>Ability to drive and car owner</p> <p>Willingness and flexibility to work some evenings and weekends if required</p>	

To apply please complete and return the Healthwatch Bexley application form on our website <https://mindinbexley.org.uk/vacancies>