

VAL Jobs



Media & Communications Officer

Job description

Job purpose:

Raise Healthwatch profile and engagement with all stakeholders by planning and developing outstanding print and digital communications which will encourage the public to engage with Healthwatch, showcasing successes.

Ensure the delivery of effective, engaging and progressive communications programmes, materials, content and products to raise Healthwatch profile and engagement with all its stakeholders.

1. Main aims of the role

- Work collaboratively with Healthwatch Manager, Advisory Board, Staff team and Volunteers to develop print and digital communications and printed materials to support the work of Healthwatch and its outreach and engagement activities.
- Ensure a consistent brand and identity is maintained and support colleagues to ensure quality communications across all products and initiatives.
- Manage Healthwatch's digital and print communications channels, such as e-newsletters, social media and print newsletters.
- Ensure and maintain the online/ Web presence of Healthwatch.
- Secure press coverage of Healthwatch work in a variety of publications.
- Establish, develop, and sustain information, advice, and signposting services to ensure individuals are directed to appropriate health and social care services
- Promote equality, diversity and inclusion by ensuring that communications are accessible to all segments of society.
- Promote Healthwatch and volunteer opportunities and their role in improving the delivery of health and social care services.
- Ensure compliance with Healthwatch England brand guidelines and protocols.

2. Main activities of the role to deliver the aims

- Collate copy, edit content, design and launch print reports on the work of Healthwatch.
- Collaborate with staff across Healthwatch to develop outstanding digital and print content for all Healthwatch channels.
- Collate, develop and manage content for the Healthwatch website and ensure the website is kept up to date.
- Collate, develop and manage content for Healthwatch email marketing.
- Manage the Healthwatch social media presence with engaging content.
- Support the delivery of Healthwatch events and engagement programme.
- Manage key press relationships and secure press coverage for Healthwatch
- Monitor effectiveness and impact of all Communications activities, making recommendations for change.

3. Supporting the development of Healthwatch, VAL and its people

- Be an effective ambassador and representative of Healthwatch and VAL.
- Participate positively in supervision, appraisal, performance management and development processes, taking joint ownership for personal development.
- Maintain data, statistics and information on the delivery of the service in line with existing reporting processes and as required for the role.
- Actively participate in learning opportunities, including mentoring and peer learning to share and gain skills across VAL, keeping up to date with relevant changes in policy and practice
- Build and maintain effective relationships with colleagues including working collaboratively across VAL
- Be accountable to Healthwatch and colleagues for your actions, actively supporting VAL's values.
- Support volunteers to deliver aspects of VAL's work.
- Undertake all duties in accordance with VAL policies.
- Ensure the health and safety of VAL people and service users, in compliance with relevant policies.
- Encourage and promote equality and diversity inside and outside of VAL, ensuring adherence to and compliance with relevant policies.
- Carry out evening and weekend work as required
- Undertake any other reasonable duties in line with the aims of the post

Person specification

The person specification sets out the essential qualities that we are seeking for his post. Please ensure that your application demonstrates how you meet the criteria. You may include paid and voluntary work or other relevant life experience.

Specific Skills for the Role	<ul style="list-style-type: none"> • Excellent copy writing skills • Experience of creating print materials and handling the editorial process • Experience of working on communications or marketing campaigns • Content management experience • Experience of developing reports for the public on complex topics or similar experience • Experience of media relations activity including building relationships with media outlets, writing press releases and responding to enquiries • Experience of managing websites • Up to date knowledge of social media, its existing trends and managing social media content and campaigns • Experience of developing and managing websites and an understanding of target audiences
Administration	Using and developing basic administration systems and databases to maintain and access information using paper and electronic systems
Managing, supporting and working alongside people	The ability to work on own initiative as well as collaboratively with colleagues to develop content, manage campaigns and ensure high editorial standards are achieved across the project.
Experience of different communities	Working within different communities such as urban, suburban, small towns and / or rural and with a wide variety of voluntary and community sector organisations

Equality and diversity	Encouraging and promoting equality and diversity in the delivery of services and experience of working effectively with people from a range of backgrounds
Building relationships	The ability to build and maintain effective relationships with colleagues and partners in all sectors
Organisational skills	Taking personal responsibility and a proactive approach to planning and performance managing a varied and complex workload, prioritising demands and working to tight deadlines
Approach to work	A positive “can do” approach, the ability to be innovative, and flexibility to meet the demands of a changing environment
Presentation skills and oral communication	Excellent verbal communication skills with a diverse range of people in a variety of situations
Written communication and developing information resources	<ul style="list-style-type: none"> • Excellent writing and editing skills for a variety of audiences • Experience of writing for the web • Experience of translating complex information into clear and engaging • Materials • The ability to write for multiple platforms and channels
ICT skills	<ul style="list-style-type: none"> • Proficient in ICT packages, word processing, email, internet use, spreadsheets, databases and digital communications platforms • Experience with Photoshop, InDesign and other related software (desirable)
Continuing professional development	<ul style="list-style-type: none"> • There are no specific qualifications for this role, but evidence of continual professional development of knowledge and skills is required. • Due to the nature of the role, a Disclosure and Barring Service (DBS) check may be required. Healthwatch facilitate this and covers all costs.
Hours of working	Able to work some evenings and occasionally at weekends
Travel	Ability to travel regularly within the city and county and occasionally nationally

This does not form part of your contract – August 2023