



Job Description

Job Title: Communications and Database Manager

Employer: Healthwatch Greenwich

Responsible to: Chief Executive

Hours of work: 35 hours per week including occasional evenings and weekends

Salary: £33,000

Holidays: 25 days

Contract Period: Permanent

Location: Hybrid. Based at Healthwatch Greenwich office in SE18 3 days a week and 2 days remote.

Closing date

This role is for immediate start. Please send your completed application form and equalities monitoring sheet to

'joy@healthwatchgreenwich.co.uk'.

Applications are being reviewed on a rolling basis.

Main purpose of the job

We are seeking a Communications and Database Manager to develop the external profile of Healthwatch Greenwich, expand our communications links with our stakeholders, and ensure we operate an effective CRM system. You will need to have strong writing and editing skills to raise the profile of Healthwatch Greenwich through our publications and campaigns. You will be responsible for upholding the integrity of our CRM system. This entails ensuring efficient storage and maintenance of data to facilitate stakeholder relationship-building and provide valuable insights for crucial operational decisions. In addition to routine tasks, the role will involve some development work and the establishment of a manual outlining standard operating procedures. This presents an exciting opportunity to revamp our internal operations to align with our mission and aspirations.

Main duties and responsibilities

Communications

- Develop and oversee the delivery of a communications strategy, including written and digital communications, publicity and promotional activities, press engagement and events.
- Produce our monthly newsletter, feedback report, and Annual Report.
- Proof and edit all reports and written communications from team members and volunteers.
- Work with the Healthwatch Greenwich team to support the co-ordination of research reports with media activity.
- Market and raise the profile of Healthwatch Greenwich as the people's champion in health and social care via social media, engagement events, outreach activities, and publications.
- Produce publicity and promotion materials for Healthwatch Greenwich events and engagement activities.
- Develop relationships with partner organisations to promote Healthwatch Greenwich, including Communications and Engagement staff within system partner organisations.
- 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 Greenwich and coverage of our key activities, projects, and messages.

Digital and social media

- Manage our digital feedback centre and accessibility service.
- Develop and maintain our website, editing content and ensure the quality of content posted online is accurate and professional.
- Work with staff team and external stakeholders, ensuring the website is up to date and providing useful information for service users, stakeholders, and the public.
- Monitor web analytics and lead in developing strategies for increasing traffic as well as professional Search Engine Optimisation.
- Plan, design and implement our social media activity. Manage our Facebook, Twitter, Instagram, and other digital activity.

- Create video content and innovative campaigns to raise awareness and gather insight.
- Be our data protection and information governance lead with responsibility for training and support of team members and volunteers in best practice in processing and holding data and personal information.
- Manage our technical assets, software and hardware, and our relationship with technical suppliers.

Database

- Ensure the accuracy and completeness of the CRM database by regularly auditing and cleaning data. Implement data validation rules and protocols to prevent errors and inconsistencies.
- Create policies and procedures for data entry, storage, and retrieval within the CRM system. Establish guidelines for data privacy, security, and compliance with relevant regulations.
- Identify patterns, trends, and insights from CRM data. Generate reports to visualise key metrics and facilitate decision-making.
- Work closely with the Healthwatch Greenwich team to ensure data consistency and alignment with our mission and values. Coordinate efforts to integrate CRM data with other systems and processes.
- Customise CRM software to meet specific operational needs and requirements, including configuring fields, workflows, and automation rules. Collaborate with IT support to implement customisations effectively.
- Provide training and support to users on CRM usage, features, and best practices. Develop training materials, and offer ongoing assistance to ensure user proficiency and adoption.
- Promote a culture of data-driven decision-making by advocating for the use of CRM data in strategic planning and operational execution.

Team working

- With the staff team, plan and participate in a year-round programme of Healthwatch engagement events and outreach activities for Greenwich.
- Recruit, train, support, and manage a team of dedicated communications volunteers.

External Representation

In consultation with the CEO:

- Represent Healthwatch Greenwich at strategic meetings, conferences and public engagement events as required, acting as a spokesperson for Healthwatch Greenwich at such events.
- Deliver presentation to the public, stakeholders, and partner organisations.
- Engage with the health and social care networks across Greenwich and the wider South-East London area as appropriate.
- Engage with the Healthwatch network to share learning and good practice.

General

- Support and develop Healthwatch Greenwich volunteers in conjunction with other members of the Healthwatch Greenwich staff team.

Other duties and requirements

- Provide monitoring information and reports as required.
- Work with other team members to develop internal systems and practices.
- Comply with all Healthwatch Greenwich policies and practices and work according to best practice principles regarding equal opportunities, embracing and celebrating diversity and inclusion.
- Any other duties as required by the CEO in line with the responsibilities of the post.

Please note: candidates must be willing to undertake a disclosure and barring (DBS) check and be suitable to work with children, young or vulnerable people.

Candidates must be legally entitled to work in the UK.

Person Specification

This person specification seeks to define a person most likely to be suited to the job of Communications and Database Manager. Candidates are required to meet all the essential criteria listed. E = essential criteria; D = desired criteria.

Qualifications	E	D
Knowledge and experience of communications, public relations or journalism acquired through training to degree level or through equivalent relevant experience	x	
Communication		
Excellent standard of written and spoken English.	x	
Experience of writing copy, editing and proof reading for a range of audiences.	x	
Experience of creating engaging posts and campaigns across a variety of social media platforms.	x	
Experience writing newsletters and using tools such as Mailchimp.		x
Experience of using analytics for website, social media, communications evaluation, and reporting.	x	
Ability to communicate in an engaging and effective way with a variety of different audiences.	x	
Ability to plan strategically and identify opportunities to reach new audiences.	x	
In depth and up to date insight into social media platforms and how to use them strategically.	x	
Database		
Experience of working on a not-for-profit CRM.	x	
Excellent to detail and accuracy, especially when working with data and information.	x	

Awareness of the importance of the General Data Protection Regulation (GDPR) and ability to apply it to CRM activity.	x	
Project management		
Good at organising workload and meeting deadlines.	x	
Evidence of ongoing personal development and training.		x
Self-starter with the ability to self-learn and quickly master new technology	x	
A flexible approach to tasks, willing to seek support and guidance, and able to work occasional evenings or weekends.	x	
Ability to understand a problem or issue, and the factors that influence it, and consider constructive ways in which a solution can be found, and a positive work outcome achieved.	x	
Health and social care		
Understand the importance of public involvement in health and social care.	x	
Knowledge of health and social care services and structures.		x
Understand service improvement issues.		x
Understand the role of Healthwatch.		x
Understand the importance of quality of care.	x	