

JOB DESCRIPTION

Job title:	Media & Communications Officer
Employer:	Healthwatch Redbridge
Responsible to:	Chief Executive Officer
Place of work:	1st Floor, 103 Cranbrook Road, Ilford IG1 4PU (Hybrid or flexible working may be available)
Hours of work:	21 hours per week (negotiable for right person)
Contract:	1-year initial contract subject to review
Salary:	£18,000 – 23,000 pro rata for hours worked (equivalent of (£30-38,000))
Holiday entitlement:	28 days plus public holidays (pro rata for position)

Healthwatch Redbridge is the local champion for health and social care. We seek to engage with people in local communities from a wide range of backgrounds, including those who are socially isolated or seldom heard. The organisation provides a focal point for the articulation of views of local people, for them to be listened and responded to by health and social services commissioners and providers, to challenge and influence change.

Our aim is to create a “network of networks” that connects all existing forums, networks and user groups; and addresses gaps to ensure that all communities of interest and geography can play their part.

Overview This is an exciting opportunity to join our friendly Healthwatch Redbridge team as we advance to the next phase of our work.

The post holder will be highly organised and motivated with strong administrative and social media experience to support the team’s daily activities.

You will be part of a team that has a real say in developing health and social care services and liaises with senior professionals and clinicians to help deliver change for local people.

Job purpose:

Raise the profile and visibility of Healthwatch Redbridge (HWR) with all stakeholders by planning and developing outstanding print and digital communications; encouraging the public to engage with us and extend our reach into different communities.

Ensure the delivery of effective, engaging, and progressive communications programmes, materials, content, and products to raise our profile.

Support the development of the new HWR Communications Strategy and develop our social media presence. Draft and prepare press releases, briefing documents, and information updates for the Board. Support the collection of local and national data using the Community Insights System and other information media.

Main aims of the role:

- Work collaboratively with the Chief Executive Officer, HWR Board, Staff and Volunteers to develop print and digital communications and printed materials to support the work of Healthwatch and its outreach and engagement activities.
- Develop relationships with sector, national and local media
- Ensure a consistent brand and identity is maintained and support colleagues to ensure quality communications across all products and initiatives.
- Manage the HWR digital and print communications channels, such as e-newsletters, social media and print newsletters.
- Ensure and maintain the online/ Web presence of Healthwatch including Twitter and LinkedIn
- Secure local, regional and national press coverage of HWR work in a variety of publications.
- Support 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.
- Publicise volunteer opportunities and their role in improving the delivery of health and social care services.
- Ensure compliance with Healthwatch England brand guidelines and protocols.
- Co-ordinate the design and production of press releases, information and promotional materials required by the team.
- Assist the CEO and the team with the production of reports as required.
- Review and monitor materials produced by other organisations and feedback areas of potential interest to the team.
- Provide general admin cover for the Healthwatch Redbridge office – answering telephones, dealing with general enquiries and visitors to the office.

Main activities of the role:

- 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 HWR channels.
- Collate, develop, and manage content for the HWR website and ensure the website is kept up to date.
- Collate, develop, and manage content for Healthwatch email marketing.
- Manage the HWR social media presence with engaging content.
- Support the delivery of Healthwatch events and engagement programme.
- Monitor effectiveness and impact of all communications activities, making recommendations for change.

General Duties

- Help to ensure that Healthwatch Redbridge embraces diversity, challenges discrimination, and reflects the communities of Redbridge.
- Ensure that all work carried out is in line with the current Work Plan objectives.
- Participate in your own reviews and appraisal.
- Take part in training and personal development and participate in team meetings, staff development and away days etc.
- Be an active team member of the HWR staff team. This will require the postholder to:
 - Be an active team member and representative of the organisation.
 - Contribute to the development and performance of HWR.
 - Adhere to all HWR policies and procedures.
 - Actively promote the principles of equal opportunities, celebrate diversity and challenge discriminatory practice.
 - Undertake any other duties as required which are in line with the objectives of the post.

The post holder will be expected to use their initiative, be proactive and work with a wide range of people in local communities and organisations. He/she will be given regular supervision and support, a probationary review, and an appraisal at the conclusion of the contract. Attendance at meetings and events outside of normal working hours will be necessary on occasion.

Due to the nature of this role, a Disclosure and Barring Service (DBS) check may be required. HWR will facilitate and cover all costs.

The ability to travel regularly within the borough and surrounding areas will sometimes be required.

PERSON SPECIFICATION
HWR Media & Communications Officer

Factor	Essential	Desirable
Skills	<p>The post holder must demonstrate:</p> <ol style="list-style-type: none"> 1. Excellent IT skills and competencies including Outlook, Word, Excel, Access, In Design, Canva (or similar design software). 2. Excellent copy writing skills. 3. Ability to communicate clearly and effectively in writing and orally. 4. Ability to create effective visual and written materials. 5. Experience of creating print materials and handling the editorial process. 6. Experience of working on communications or marketing campaigns. 7. Content management experience. 8. Experience of developing reports for the public on complex topics or similar experience. 9. Experience of media relations activity including building relationships with media outlets, writing press releases, and responding to enquiries. 10. Up to date knowledge of social media, its existing trends and managing social media content and campaigns. 	<ul style="list-style-type: none"> • Evidence of continual professional development of knowledge and skills • Experience of video editing or creating Podcasts
Experience	<p>The post holder must demonstrate:</p> <ol style="list-style-type: none"> 1. Experience of managing and developing websites / web content 2. Experience of writing and circulating printed and electronic materials. 3. Ability to design and produce promotional materials. 4. Evidence of working with external parties to brief, purchase and deliver printed materials cost and time effectively. 5. Strong communication skills - verbal and written including experience of working with people from a range of backgrounds. 6. Ability to work cooperatively and productively with other staff. 7. Excellent English literacy and numeracy skills – including report writing. 	<ul style="list-style-type: none"> • An understanding and awareness of health and social care service delivery in the context of Local Healthwatch. • Experience of working with diverse communities, including hard-to-reach and socially excluded groups of people.

Factor	Essential	Desirable
Personal Attributes	<p>The post holder must demonstrate:</p> <ol style="list-style-type: none"> 1. A commitment to equal opportunities and to promoting rights, privacy, dignity, and choice for all choice for all health and social care service users and their carers. 2. Experience of living or working in a multi-cultural area. 3. A calm, friendly and efficient manner. 4. The ability to relate well to individuals of all ages, of all backgrounds. 5. Commitment to ongoing personal development & training. 6. Ability to manage time well, manage own workload, and identify priorities. 7. A self-starter with the ability to work flexibly and proactively. 8. Willingness to undertake a wide variety of one-off tasks as the need arises. 9. Enjoys working as part of a team 	
Other requirements	<p>The post holder must demonstrate:</p> <ol style="list-style-type: none"> 1. A willingness to promote and positively implement Healthwatch Redbridge's Equal Opportunities & Diversity policy and procedures. 2. A positive commitment to working in a multi-cultural area. 	