

Communications Officer Job Profile



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| <p>Who we are and why we need you</p> | <p>We need you to join our energetic team to work with us to</p> <ul style="list-style-type: none"> • Improve health, independence and well-being, through promotion of good engagement for people with health and care services • Develop links to communities and to professional and voluntary stakeholders • Deliver good services economically, being aware of value for money • Increase our sustainability. <p>Healthwatch Cambridgeshire and Peterborough is the local statutory Healthwatch provider. We are the independent champion for people who use health and social care services in Cambridgeshire and Peterborough.</p> <p>Our job is to make sure that those who run local health and care services understand and act on what really matters to people. We listen to what people like about services and what could be improved. We share what people tell us with those with the power to make change happen. We encourage services to involve people in decisions that affect them. We also help people find the information they need about services in their area.</p> <p>You will support the development and implementation of marketing and communications plans for Healthwatch Cambridgeshire and Peterborough. You will be accountable to the Communications Manager.</p> |
| <p>What we need you to do</p> | <ul style="list-style-type: none"> • Work with the colleagues to develop the strategic direction of marketing and communications to all stakeholders. • Help develop key messages for campaigns and areas of work. • Support the production of content, including photography and video, and creation of public facing documents across printed and digital media, e.g. news stories, press releases, reports. • Create and deliver compelling social media content across multiple platforms to increase engagement in support of our strategic objectives, using a mixture of text, pictures and video content. • Assist in developing and maintaining web content on our two websites, one is Drupal and one is based on WordPress. • Support a project to redevelop the Healthwatch websites and move both onto an upgrade Drupal site. • Support the production of our regular e-newsletters, currently sent out through MailChimp. • Ensure a consistency of style and tone in delivering the key messages of our Healthwatch, using Healthwatch branding in line with the licence requirements of Healthwatch England. • Support colleagues with the development of reports and work to ensure their work meets our branding requirements and tone of voice guidance. |

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| | <ul style="list-style-type: none"> • Support the Communications Manager and key personnel to send press statements and respond to media enquiries. • Update databases and media lists, track projects and media exposure. • Attend meetings and provide support at events at different locations throughout Cambridgeshire and Peterborough as requested. • Provide support to other members of the Healthwatch team as needed. |
| <p>This job is ideal if you are motivated to</p> | <ul style="list-style-type: none"> • Be creative and try new ideas to help engage people. • Enjoy listening to and telling people's stories. • Help make care better for people in Cambridgeshire and Peterborough, particularly those who are less likely to be heard. • Make a difference and see the impact of your work on other people's lives • Be part of a team and work closely with colleagues. |
| <p>Experience and skills we need you to have</p> | <p>You will have</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills and an understanding of the principles underpinning effective communications. • An understanding of how health and social care services are commissioned and provided, and an awareness of key local issues in health and social care. • An interest in current affairs, particularly in relation to the health and social care sector. • A proven track record of producing a range of high quality communications materials and copy - at least one year. • Experience of implementing digital media strategies to engage people - at least one year. • An understanding of confidentiality and the data protection legislation. • Proven ability to establish effective working relationships at all levels, internally and externally. <p>Ideally, though not essential, you will also have</p> <ul style="list-style-type: none"> • An understanding of the remit of Healthwatch and the importance of involving people in changes to health and care services. • A degree or professional marketing or communications qualification. • Professional membership in a relevant discipline, e.g. CIM or CIPR. • Experience of Adobe software, particularly Photoshop and InDesign. • Photography and video-making skills. • A driving license valid in the UK and use of own car. <p>We can provide training and support to help you develop your knowledge and skills in this role.</p> <p>There's also the opportunity to link into a network of local Healthwatch colleagues in similar roles who can offer a rich diversity of expertise and support.</p> |

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| | <p>You will also need to demonstrate</p> <ul style="list-style-type: none"> • Good organisation and time management skills with the ability to prioritise complex tasks against a deadline. • Excellent interpersonal skills and the ability to engage and build relationships with a range of stakeholders. • Good IT skills, including Microsoft Office packages, and familiar with the use of Customer Relationship Management databases. • A commitment to your own continuing education or personal development. • An ability and willingness to undertake work outside of normal office hours to meet the needs of the business. • Willingness to travel across Cambridgeshire and Peterborough as a routine part of the role, occasionally attending meetings further afield. <p>You will need to be</p> <ul style="list-style-type: none"> • Approachable • Trustworthy and confidential • Passionate and committed • Empathic, calm and patient • Respectful • Reliable • Professional • Committed to excellence in customer service • Committed to equality, diversity and inclusion • A commitment to high quality standards |
| <p>Who you will be reporting to and working with</p> | <p>Join our enthusiastic and committed team</p> <p>You will work closely with different members of the Healthwatch team to support both internal and external communications. Working within a small organisation, you have to be adaptable and flexible and happy to roll your sleeves up.</p> <p>You will be managed by the Communications Manager.</p> |
| <p>How we will reward you</p> | <p>1. Salary Salary of £23,000 - £25,00 per annum.</p> <p>2. Working Hours & Location Full time at 37 hours per week, Monday to Friday. Start and finish time of work to be agreed with your Manager. Some working outside usual office hours will be required.</p> <p>The normal places of work will be in our office at The Maple Centre, 6 Oak Drive, Huntingdon or the Peterborough office.</p> <p>During working more than 6 hours/day, the post holder will take a 30-minute unpaid lunch break.</p> <p>3. Annual Leave, exclusive of bank holidays 28 days per annum. Three of these days are to be taken between the Christmas / New Year period.</p> |

4. Pension

Healthwatch Cambridgeshire and Peterborough offer a defined contribution, Flexible Retirement Plan with TPT, formerly The Pensions Trust.

Healthwatch pays 8% of salary from first day of employment, staff can make voluntary contributions.

For more information visit <http://www.tpt.org.uk/>

5. Sickness

Healthwatch Cambridgeshire and Peterborough operates an occupational sick pay (OSP) scheme as follows: -

Within the first three months of employment Healthwatch Cambridgeshire and Peterborough will pay as normal for the first working week's absence, then revert to statutory sick pay (SSP)

During the first two years of service (but after three months) one month's full net pay then 2 months' half pay, then reverting to SSP

After two years' service, two months' full net pay and 4 months' half pay, then reverting to SSP.