

# Communications Manager (Digital and Media) Job Profile



<p><b>Who we are and why we need you</b></p>	<p><b>Healthwatch Cambridgeshire and Peterborough</b> 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><b>Our job</b> is to make sure that those who run local health and care services understand and act on what really matters to people. <b>We listen</b> to what people like about services and what could be improved. <b>We share</b> what people tell us with those with the power to make change happen. <b>We encourage</b> 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><b>We are looking for</b> a passionate and committed individual to work with us to provide high quality Healthwatch services to the people of Peterborough and Cambridgeshire.</p> <p><b>You will</b> be responsible for managing delivery and ensuring the high quality of all Healthwatch Cambridgeshire and Peterborough communications in partnership with the Communications Manager. Your focus will be press relations, the development of digital channels (website and social media) and the design and production of digital multimedia content.</p>
<p><b>What we need you to do for us</b></p>	<ul style="list-style-type: none"> <li>• Work with Senior Management Team members to develop, deliver and monitor Healthwatch Cambridgeshire and Peterborough’s communications and engagement strategy. This aims to build brand awareness, enhance the organisations digital offer and involve more people in our work.</li> <li>• Develop and deliver digital communications/marketing and media engagement plans to support the business of Healthwatch Cambridgeshire and Peterborough, including targeting new audiences.</li> <li>• Report on all digital communications/marketing and media activities to the Healthwatch Cambridgeshire and Peterborough Board.</li> </ul>

	<ul style="list-style-type: none"> <li>• Plan, coordinate, lead and deliver compelling high quality digital communications/marketing and engagement activities, including social media campaigns, video and audio content development.</li> <li>• Plan, coordinate, lead and deliver compelling high quality press releases and media campaigns, developing and maintaining good media contacts, responding to media enquiries and tracking exposure and impact.</li> <li>• Ensure a consistency of style and tone in delivering the key messages of Healthwatch Cambridgeshire and Peterborough, using Healthwatch branding in line with the licence requirements of Healthwatch England.</li> <li>• You may line manage junior communications staff.</li> <li>• Develop, manage and expand Healthwatch Cambridgeshire and Peterborough’s digital communications channels, reach, content and activity, including our Drupal based websites.</li> <li>• Work with colleagues to develop novel digital engagement products, campaigns and activities.</li> <li>• Work creatively with others to ensure that seldom heard voices are represented via Healthwatch digital media and channels.</li> <li>• Be a member of the Management Team and support the CEO where requested.</li> <li>• Work in partnership with the Communications Manager to support the delivery of the overall workplan as needed, for example, providing cover for essential activities during holiday and other absences.</li> <li>• Attend meetings as requested, representing the voice of local people through the remit of Healthwatch Cambridgeshire and Peterborough.</li> </ul>
<p><b>This job is ideal if you are motivated to</b></p>	<ul style="list-style-type: none"> <li>• Be creative and try new ideas to help engage people.</li> <li>• Enjoy listening to and telling people’s stories.</li> <li>• Help make care better for people in Cambridgeshire and Peterborough, particularly those who are less likely to be heard.</li> <li>• Make a difference and see the impact of your work on other people’s lives</li> </ul> <p>Be part of a team and work closely with colleagues.</p>
<p><b>Experience and skills we need you to have</b></p>	<p><b>You will have</b></p> <ul style="list-style-type: none"> <li>• A good understanding of the remit of Healthwatch and importance of patient involvement mechanisms.</li> </ul>

- An excellent understanding of (and track record in) effective press and public relations.
- An awareness of key local issues in health and social care.
- A thorough understanding of the principles underpinning effective communications
- A proven track record of delivering high quality, innovative, creative digital and social media content and activities.
- A good understanding of analytics, monitoring and evaluation with respect to digital media and press relations.
- Proven ability to think and act strategically.
- Strong creative skills and a commitment to ongoing personal development.
- Proven ability to establish effective working relationships at all levels internally and externally.
- Knowledge of the voluntary and community sector.
- Demonstrable ability to meet deadlines and work calmly under pressure.
- Proven ability to think on feet and show shrewd judgement promptly and positively in difficult situations.

**You will also need to demonstrate**

- Proven experience of social media channel management and content development.
- Good general IT skills including proficiency with Microsoft Office.
- Proficiency with creative digital software and tools for graphic, photo, video and other visual and animated content production such as Canva, Adobe Photoshop, InDesign, Premier Pro and Adobe Spark.
- Energy and drive with a focus on delivery.
- Excellent team collaboration skills, supported by practical experience.
- Excellent interpersonal skills, which enable you to influence internally and externally, at all levels and to work effectively as part of a team.
- The ability to attend meeting throughout the Cambridgeshire and Peterborough area.
- An ability and willingness to undertake work outside of normal office hours to meet the needs of the business

**You will need to be**

	<ul style="list-style-type: none"> <li>• Approachable</li> <li>• Trustworthy and confidential</li> <li>• Passionate and committed</li> <li>• Empathic, calm and patient</li> <li>• Respectful</li> <li>• Reliable</li> <li>• Professional</li> <li>• Committed to excellence in customer service</li> <li>• Committed to equality, diversity and inclusion</li> </ul>
	<p><b>Join our enthusiastic and committed team</b></p> <p>You will be managed by Sandie Smith, our CEO and will work in partnership with the Communications Manager.</p> <p>Working within a small organisation you have to be adaptable and flexible and happy to roll your sleeves up.</p>
	<p><b>1. Salary</b> Salary of £28,000 to £33,000 depending on experience.</p> <p><b>2. Working Hours &amp; Location</b> 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 place of work will be the offices of Healthwatch Cambridgeshire and Peterborough at The Maple Centre, 6 Oak Drive, Huntingdon. Although hybrid working is available for this post.</p> <p>During working more than 6 hours/day, the post holder will take a 30-minute unpaid lunch break.</p> <p><b>3. Annual Leave, exclusive of bank holidays</b> 28 days per annum. Three of these days are to be taken between the Christmas / New Year period.</p> <p><b>Pension</b></p>

	<p>Healthwatch Cambridgeshire and Peterborough offer a defined contribution, Flexible Retirement Plan with TPT, formerly The Pensions Trust.</p> <p>Healthwatch pays 8% of salary from first day of employment, staff can make voluntary contributions.</p> <p>For more information visit <a href="http://www.tpt.org.uk/">http://www.tpt.org.uk/</a></p>
	<p><b>4. Sickness</b></p> <p>Healthwatch Cambridgeshire and Peterborough operates an occupational sick pay (OSP) scheme as follows: -</p> <p>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)</p> <p>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</p> <p>After two years' service, two months' full net pay and 4 months' half pay, then reverting to SSP.</p>