

Job Description

Job Title:	Communications Officer
Line Managed by:	Head of Community Engagement and Projects
Salary:	£24,135
Hours:	30 Hours per week (to be worked flexibly across the week in agreement with line manager)
Holidays:	29 days plus Bank holidays (pro rata), plus one 'Special Wellbeing' day per year.
Contract Type:	12 months maternity cover
Location:	Hybrid working from home and office base at Byron Business Centre, Hucknall as required.

To apply send your CV and cover letter to info@HWNN.co.uk.

Healthwatch Nottingham and Nottinghamshire

Healthwatch Nottingham & Nottinghamshire (HWNN) is the independent patient and public champion that has a statutory responsibility to hold local health and social care services accountable to their communities for the services they commission and provide. Our mission is to champion excellent health and social care for communities, especially those whose voice is not heard.

We are a values-led organisation:

Our values

1. INCLUSION – we acknowledge and value difference where all voices can be heard
2. COMPASSION – we listen to, and care about, people's experiences and want to make a positive change
3. INTEGRITY – we are open, honest and reliable.

The Communications Officer will contribute to five key areas of communications for the organisation:

- **Communicating and nurturing relationships with our communities** - Communicating through inclusive, timely, clear and concise messaging and simple language, positioning HWNN as a mechanism to amplify the citizen / service user voice (especially those least heard).
- **Strengthening our reputation and visibility with stakeholders and the public** - Articulating HWNN's vision, values and ambitions and providing

a consistent, authoritative narrative that is supportive of service improvement.

- **Integrating our team / building a positive working culture** - Supporting progressive and sustainable culture change through information sharing/flow, upskilling/empowering staff and volunteers and sharing success.
- **Marketing our offer to commissioners / key partners** - Promoting HWNN's offer as expert resource to support the statutory / moral duty to engage and positioning HWNN as a critical but supportive friend with routes into key communities of interest.
- **Recruiting volunteers** – Promoting HWNN as being a friend to the citizen / service user with the power to hold local commissioners and providers to account for the quality of care / have direct input into the shaping of new services.

Communications Officer

This is an integral role to the implementation of our Communications Strategy and Business Strategy through an ongoing communications work plan and project-specific campaigns.

The Communications Officer sits within our Community Engagement and Projects team, working closely with the CEO, other senior leaders and colleagues across the organisation to deliver high quality, engaging content that ensures we have: *'Effective communications to reach our communities and strengthen our reputation.'*

All outputs will be relevant to business objectives, appropriate for various audiences, giving clear, up to date and accessible information that engages local people, stakeholders and colleagues and raises the profile and visibility of the work of HWNN.

Purpose:

The role of the Communications Officer is:

- To support the delivery of HWNN internal and external communications using a range of communications approaches;
- To work with external/freelance support and volunteers to deliver campaigns and ensure HWNN is building its profile and effectively communicating its impact.

Responsibilities

1. Communications (General)

As HWNN's Comms Officer, you will:

- Ensure HWNN maintains a strong brand profile through the creation of innovative content for multiple channels (both online and offline)
- Develop, deliver and evaluate communication plans, using a variety of channels to ensure target audiences are informed and engaged.
- Create and lead specific HWNN promotional campaigns linked to our work program, priorities, local and national issues, and Healthwatch England work.

2. Communications (Internal)

As a key and a valued member of the wider HWNN team you will ensure that there is a clear mechanism for communications with colleagues and volunteers. This will include:

- Issuing regular internal news updates as may be appropriate
- Ensuring that staff and volunteers are well briefed on key communication issues
- Providing information and guidance to staff and volunteers on branding where necessary
- Alerting staff and volunteers when key events and campaigns are taking place at both local and national levels so that they can get involved and support comms via their wider networks
- Working with team members and volunteers as relevant to their roles to plan, schedule and co-ordinate content via appropriate channels
- Recording information on HWNN internal information systems following agreed processes.

3. Communications (external)

Building and promoting HWNN brand and local profile, ensuring that HWNN is effectively communicating its impact by:

- Developing social media and other online channels for engaging and connecting with local people by growing our social media reach, networking through our following and exploring new ways to use social media and online routes to support our engagement work
- Creating a bank of both targeted and generic social media content for posting at least three times a week to ensure frequency of relevant and timely output
- Using social media management platforms (eg. Later.com)
- Creating social media content for different social media channels including images, written messages, video, blogs, and other innovative content with the aims of
 - Promoting HWNN and raising its profile

- Encouraging people to share their views with us and get involved in HWNN
- Designing and distributing regular e-bulletins to promote activities, events and communicate the impact of our work via online e-marketing tools such as 'Mailchimp'
- Producing clear and accessible copy for production in different formats such as content for external e-news, newsletters, media releases, leaflets, posters, information sheets etc
- Uploading content to the HWNN website and reviewing regularly to ensure all information is relevant and up to date
- Keeping up to date with Healthwatch England information and guidance

4. Communications & Working with volunteers

Ensure that HWNN volunteers are supported in the tasks they undertake to contribute to the comms function, including:

- Plan and co-ordinate time limited and ongoing pieces of work involving volunteers
- Support existing comms volunteers by being responsible for tasking, and managing their work.
- Being your volunteers' primary liaison and link with the organisation
- Provide regular individual/group contacts and discussion sessions with your volunteer/s
- Provide insights and support to the volunteer co-ordinator to recruit appropriately skilled comms volunteers, should the need arise

5. General

- Uphold the values and ethos of HWNN
- Take responsibility for own personal development and take part in reviews, appraisals, team meetings, staff development and away days.
- Work as part of the wider HWNN team and support other colleagues as needs arise
- To adhere to all HWNN policies and procedures, including Safeguarding, GDPR and Health and Safety
- Keep abreast of health and care policy developments and services to ensure your knowledge base is up to date to inform your work
- Maintain operating procedures for all key activities
- Demonstrate commitment to equality, diversity and inclusion in all aspects of your work

Other requirements

1. Willing to have a DBS Check as appropriate
2. Must be legally entitled to work in the UK
3. This role will require travel across Nottingham and Nottinghamshire, with occasional requirements to attend national events.
4. Hold a current driving licence, or be working towards one, with access to a vehicle if required (desirable requirement)

This job description outlines your main tasks and responsibilities but you may be required to undertake further duties when necessary

Person specification – Communications Officer

Essential requirements
Qualifications/Experience
Qualified to degree level or equivalent relevant experience in a communications and marketing role and working towards a professional qualification in marketing and/or communications
Experience of working in a communications related role within the last 2 years
Experience of writing and designing copy for a public audience in different formats
Demonstrable experience in the use of different social media channels including Facebook, Twitter and LinkedIn
Experience of planning communications activities, working to targets and outcomes
Experience of writing and updating website content
Experience of implementing and delivering content and marketing plans
Experience of working in health and social sector and/or in the charity sector
Knowledge and skills
Ability to write accurately in plain English
Excellent copywriting skills, with experience of tailoring content for a variety of audiences
Ability to design and produce creative social media content
Planning and time management skills – enabling you to co-ordinate input from different people into pieces of work within set time frames and plan different pieces of work simultaneously
Excellent knowledge of IT including Microsoft Office and Outlook, and experience of using online mailing systems (ie Mailchimp), website CMS and social media management platforms.

Personal attributes
Understanding of and commitment to the values of HWNN
Understanding of and commitment to equality, diversity and inclusion in practice
Able to appropriately influence others
Ability to work flexibly whilst managing conflicting demands and pressures.
Ability to work effectively as a team player.
Proven ability to meet deadlines

How to apply:

Send your CV and a covering letter (maximum 2 pages) to **info@HWNN.co.uk**, explaining how your skills and experience match the role's requirements. Be sure to address the criteria outlined in the job description and person specification available on our website: **hwnn.co.uk/work-with-us**

If you would like to learn more about the role, contact Shailah Squire at shailah.squire@hwnn.co.uk.