

Job Description

Post: Communications Officer

Responsible to: Engagement and Involvement Manager

Job Purpose

To ensure that Healthwatch Derbyshire meets its aims by:-

- Developing, maintaining and maximising a high profile for Healthwatch Derbyshire using all communications techniques and utilise software deliver on a Communications Action Plan
- Actively encourage and support patients and the public in Derbyshire to speak out and feed in their comments and views to Healthwatch.

Key Tasks

Communications

- To use the Healthwatch branding and information effectively
- To maintain and ensure information is up to date and accurate on the website
- To manage and make full use of social media channels, including arranging and delivering Social Media workshops for staff and Board members at intervals
- To support staff to use communication tools that are relevant to their engagement activity
- Support the Engagement Officers to promote engagement activity through a variety of media
- Effectively manage the Healthwatch mailing lists, ensuring appropriate distribution of information
- Identify opportunities to link with local press and radio
- Be responsible for producing and distributing bulletins and newsletters
- Prepare articles for newsletters and others advertisements for Healthwatch activity.
- Prepare and update promotional literature as requested, e.g. leaflets, posters and flyers
- Ensure that communication activity is planned in ways that encourage engagement with those who are seldom heard, and to be inclusive and reflective of the diversity of the community we serve
- Actively encourage and support patients and the public in Derbyshire to speak out and feed in their comments and views to Healthwatch
- Provide communications support to the staff team to deliver events for Healthwatch including workshops, conferences and network events
- Develop working relationships with providers, commissioners and the voluntary and statutory sector in order to support effective communication
- Ensure that effective contact is made and kept with Healthwatch in other regions
- Support structures for internal communication

- Motivate and organise the Board, staff and volunteers around communication activity to implement the communication action plan
- Support the Volunteer Co-ordinator to recruit and train volunteers where appropriate.
- Provide appropriate signposting as and when required.

Standard

- Maintain up to date knowledge of health and social care systems and structures in Derbyshire
- Contribute to the development of Healthwatch through suggestions for on-going improvement
- Undertake general administration in relation to your own role and the needs of the organisation
- Adopt a professional and friendly approach in understanding and responding to staff and customers' needs
- Ensure regular attendance at staff meetings
- Comply with all policies and procedures and work according to best practice principles regarding equal opportunities, safeguarding and health and safety
- Undertake training as required to meet the requirements of the job description
- Carry out any other reasonable duties within the overall purpose of the post commensurate with the grade
- Work to the standards described in Healthwatch policies and joint management arrangements
- Willing to work flexible hours and travel across and outside the county.

Additional

- Support CEO with intelligence stats for contract reporting
- Manage feedback centre on website, responding to and recording comments on CRM
- Support implementation and improvement of systems with support from external IT support personnel (e.g CRM, asset portal, website)
- Ensure financial record keeping is accurate and kept up to date
- Use Quickbooks to record invoices
- Pay and file invoices/expenses
- Use Canva to create graphics for social media
- Research the appropriateness of new IT equipment
- Purchase new IT equipment and liase with Damian to set it up
- Phone contracts
- Manage inventory
- Respond to emails via enquiries line when needed
- Provide IT support at meetings.

Signed: _____

Date: _____