

Job Description

Job title:	Communications Officer
Location:	Healthwatch Central West London, Grand Union Studios, 332 Ladbroke Grove, London W10 5AD
Reports to:	Programme Manager
Salary:	£28,000
Hours:	Up to full time - flexible and part time working considered
Responsible for:	Healthwatch Central West London Communications Volunteer

Healthwatch Central West London

We are an independent charity and membership organisation working to ensure local people's voice count when it comes to shaping and improving local health and care services in the boroughs of Hammersmith and Fulham, Kensington and Chelsea and Westminster. We also provide information to help people access and make choices about their health and well-being services. We are funded by the three local authorities in the three boroughs we serve. Healthwatch Central West London (HWCWL) is part of the wider network of Healthwatch organisations across the country connected by Healthwatch England.

<https://healthwatchcwl.co.uk/>

JOB PURPOSE

To maintain and develop the external profile of Healthwatch Central West London among local residents in the London Borough of Hammersmith and Fulham; the Royal Borough of Kensington and Chelsea and the London Borough of Westminster.

To develop the internal communications links and processes with and between our members.

To provide communications support for project work and one-off engagement events in each of the boroughs.

KEY RESPONSIBILITIES

Internal Communications

1. To support the staff team by developing an effective internal communications strategy to ensure that all in-house stakeholders have timely and accurate information on Healthwatch Central West London's strategic and operational priorities.

2. To produce publicity and promotion materials for Healthwatch Central West London events and engagement activities and other external publications and events.
3. To liaise with Healthwatch England and support national communications and promotional activities as part of the Healthwatch network.
4. Using Healthwatch England guidance, ensure all communications material produced adhere to the same standards.
5. To ensure staff are familiar with branding guidelines and principles, training new staff and volunteers as appropriate.
6. To edit and design the format of all published reports, including the annual report.
7. To disseminate communication from Healthwatch England on Yammer to staff and Local Committee members.
8. To train staff and Local Committee members on the use of WorkPlace platform for internal communications and to administrate the platform.
9. To oversee organisational use of CRM.

External Communications

10. To lead on the implementation of a dynamic external communications strategy and to manage communications with our wider supporters and key stakeholders.
11. To develop and maintain a network of strong relationships with journalists and other stakeholders of relevance to Healthwatch Central West London including Communications and Engagement Officers within the NHS and Council and other partner agencies.
12. To produce and disseminate quarterly newsletters for Healthwatch Central West London supporters and key partners.
13. To produce and disseminate a monthly e-bulletin for Healthwatch Central West London supporters and key partners.
14. To identify external media opportunities to promote Healthwatch Central West London and work with the Chief Executive and Programme Manager to secure external coverage of the organisation's key activities, projects and messages.

Events

15. With support from the Finance and Office Manager, Programme Manager, and wider members of the team, plan and organise Healthwatch Central West London Annual Meeting.
16. Provide support for organising other events as they may arise through project or other work.

Lead on digital communications and social media

17. To develop Healthwatch Central West London's social media strategy and manage the organisation's Facebook, Twitter and blog activity.
18. To edit content and lead in the organisation's efforts to ensure the quality of content posted online is accurate and professional.
19. To monitor web analytics and lead in developing strategies for increasing traffic to various parts of the site.
20. To ensure the website is up to date and providing useful and accurate information for Healthwatch Central West London stakeholders and others as appropriate.

Support Healthwatch Central West London's wider aims and objectives

21. Lead in the production of external communications materials as appropriate, in particular for conferences, workshops and other public events.
22. Lead in the production of external communications materials to promote and support project work in each borough.
23. Work as part of the wider Healthwatch Central West London team, attending meetings and events as required.
24. Work in support of other colleagues in the organisation, as particular needs arise, as directed by the Chief Executive.
25. Since job descriptions cannot be exhaustive, the post-holder may be required to undertake other duties which are broadly in line with above key responsibilities.
26. The post-holder is expected to observe and comply with all Healthwatch Central West London policies and regulations, for example the Code of Conduct, Health and Safety, Data Protection, and Equality and Diversity.

Person Specification:

Experience	Essential	Desirable
Experience in a communications role	X	
Experience of creating engaging posts and campaigns across a variety of social media platforms	X	
Experience writing newsletters and using tools such as Mailchimp	X	
Ability, Skills and Knowledge	Essential	Desirable
Ability to communicate in an engaging and effective way with a variety of different audiences	X	
Ability to plan strategically and identify opportunities to reach new audiences	X	
Ability to network effectively and build positive relationships with a range of stakeholders	X	
In depth and up to date insight into social media platforms and how to use them strategically	X	
Ability to work on own initiative, to prioritise and meet required deadlines and manage competing influences whilst prioritising the needs of the initiative	X	
Knowledge of health and care services, particularly mental health, older people and learning disabilities.		X
Excellent verbal and written communication skills	X	
Excellent working knowledge of all standard Microsoft Office software and of social media	X	
Ability to use web analytics and identify new audiences		X

General
Occasional evening or weekend work may be required A DBS check will be required You should demonstrate an understanding and commitment to the values of Healthwatch Central West London

Our Values

Championing

We actively seek out the experiences of local people and champion their voices, concerns, and ideas in order to shape local decisions and services.

Inclusive

We reach out to all parts of our communities to ensure they know about their rights, and so that we reflect their priorities and concerns.

Collaborative

We work in partnership with local community groups and leaders to bring about positive changes in health and social care, and to increase our reach and influence.

Influential

We are independent, open, honest, and use our insight and intelligence to hold decision-makers to account, and improve local services.