

JOB DESCRIPTION

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| Job title: | Communications & Engagement Officer |
| Accountable to: | Community Engagement Lead / COO |
| Location: | Guildford |
| Salary: | £26,530 per annum |

About us

Healthwatch Surrey is an independent consumer interest company that gives the people of Surrey a voice to improve, shape and get the best from health and social care services. We are committed to being an inclusive and diverse employer which reflects the community we serve.

The role:

- To support the community engagement and evidence gathering functions of Healthwatch Surrey by seeking out what people are saying about health and care services across Surrey and help us communicate our insight to make a difference.
- To oversee the external and internal communications for Healthwatch Surrey, proactively seeking opportunities to promote Healthwatch Surrey through a wide range of communications channels.

Main Responsibilities:

- To support the Community Engagement Lead in delivering the community engagement strategy and ensuring that Healthwatch Surrey CIC involves individuals and groups from all sectors of the community, including those who are less well-served, who may face barriers to accessing services, and who may be at risk of health inequalities.
- To have a detailed understanding of the Healthwatch Surrey CIC’s mission and vision and the role of the Community Engagement Strategy within it.
- Identify opportunities for getting ‘out and about’ in Surrey to raise awareness of Healthwatch Surrey’s different services, including NHS Complaints Advocacy and our Helpdesk.
- Build excellent contacts with voluntary, faith and community groups, identifying opportunities for joint working to better amplify the voices of those who are less-well heard.
- Ensure the Healthwatch brand is conveyed in a consistent way and within the Healthwatch England guidelines for branding. To be responsible for the look and style of leaflets, literature, poster production and other awareness raising materials.

- Communicate regularly with the internal team (delivery team, Board, volunteers and partners) about our communications initiatives and plans.
- Make sure Healthwatch Surrey's communications are available in a range of accessible formats so that the organisation's messages are available to a wide range of audiences and keep up with accessibility requirements and best practice.
- Ensure that consent and demographic information is captured, and stories are accurately coded and entered on our database system.
- Develop and implement the communications strategy to deliver effective external communications. Ensure the thematic work and impact of Healthwatch Surrey are known to a wide range of stakeholders including identified stakeholders, the media and the general public.
- The first point of contact for the media (and other stakeholders) who require information, comment or interview about health and social care via Healthwatch Surrey.
- Plan, edit and write engaging and relevant content for social media and the Healthwatch Surrey website and monitor the metrics from the online activity -
- Help manage and support our Comms & Marketing Apprentice.
- To be the lead point of contact for one ICP area in Surrey.

General duties and other responsibilities:

- Take an active interest in ensuring Healthwatch Surrey operates effectively, according to best practice and fulfils its obligations.
- Work within the team to maintain and achieve high standards and understand the importance of time management and meeting deadlines.
- Disseminate information and learning as appropriate to other networks if required, and in conjunction with the communications policy.
- Help to ensure that Healthwatch Surrey embraces diversity, challenges discrimination, and reflects the communities of Surrey.
- The post holder will be expected to undertake other responsibilities and tasks as reasonably requested by the line manager.