

## Job Description

*Please note this role is funded through our core contract which ends on 31<sup>st</sup> March 2020. We will be applying for renewed funding in September 2019.*

<b>Post:</b>	Communications and Engagement Lead
<b>Salary:</b>	£24,000 per annum
<b>Contract:</b>	1 year contract with possibility of extension (subject to funding)
<b>Working hours:</b>	35 hours
<b>Responsible to:</b>	Chief Executive

### Purpose of Role:

Success looks like:

- Local residents know what Healthwatch Bucks is and talk to us about health and social care in a variety of ways
- We meet our targets around our engagement activity

### Key Responsibilities:

#### 1 Approach

Working with the Chief Executive and available experts to raise awareness of the work and aims of Healthwatch Bucks both generally and for specific projects via a range of digital and print channels in line with our strategy.

#### 2 Local Media

Work with local media channels, including digital, print and radio outlets, to help increase awareness of Healthwatch Bucks' activity and impact.

#### 3 Virtual engagement

Improve the way we use our digital and social media channels to increase and improve engagement and feedback online, including managing our social media accounts, producing the monthly newsletter and overseeing the production of engaging website content.

#### 4 Face to Face Engagement

Improve the effectiveness of contact with all stakeholders by developing and managing a programme of engagement work, including attending events run by other organisations, and running your own events or outreach activities with a particular focus on listening to those people who are often underrepresented.

#### 5 Working with Volunteers

Build the numbers of volunteers delivering activity to support communications and engagement and provide support to those volunteers. Support our general communications to volunteers.

## 6 Quality

Help Healthwatch Bucks to build upon our reputation as a credible organisation by improving the quality and consistency in communications materials. Helping the team with any communications (proof reading, styling etc.) keeping to the branding and messaging guidelines.

## The Person

### Skills and attributes

You enjoy talking to people with the ability to quickly build effective working relationships and good rapport, with people from all walks of life.

You are as happy presenting to groups, facilitating workshops and working one to one, with a diverse group of people.

You are an active user of social media and able to network using social platforms, with experience of social media content management and an understanding of how to use social media successfully to increase engagement.

You can communicate (written and verbal) complex positions in a clear, concise way.

You have some experience of working with the media to promote the work of our organisation.

You are an experienced user of Microsoft Office packages and will grasp quickly how to use our database.

You can work collaboratively as part of a team - supporting others to deliver and have some experience of working with volunteers.

### Motivation

Strong and demonstrable belief in improving health and social care services

You are excited by the challenge this role presents and by developing yourself as part of delivering it.

### Fit

You feel comfortable working in a small, active team

You feel comfortable attending events alone and representing the organisation

You are helpful and positive in your approach

You are happy to learn and develop as part of your role

You will respect the wider work of the organisation and to ensure no activities have the effect of bringing the organisation into disrepute.

You are entitled to work in the UK and are able to work occasional evenings and weekends

You have access to private means of transport for travelling around the county.

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**This job description is not intended to be an exhaustive list but to indicate the main responsibilities of the post. The post holder will also be expected to carry out other activities that may reasonably be requested. It will be reviewed periodically to take into account changes and developments in service requirements.**

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