



13 December 2024

## Communications Officer (Maternity Cover)

### Job Description

**Salary:** Salary: £31,647 pro rata (£11,604 for 14 hours/week across 11 months).

**Contract terms:** Maternity Cover for 11 months.

**Hours of work:** Part-time, 14 hours/week.  
Core hours are 9am-5pm (but negotiable).  
Occasional evening and weekend work may be required.

**Benefits:** 25 days' (pro rata) annual leave (plus bank holidays).

**Location:** Work remotely and flexibly.

**Reports to:** Chief Executive Officer/Deputy Chief Officer.

### Overview

Are you passionate about improving health and care services for Kingston's residents? Are you a skilled communications and marketing professional dedicated to ensuring everyone's voices are heard? Do you have experience of managing volunteers?

Healthwatch Kingston upon Thames is your local health and social care champion covering GPs and hospitals, dentists, pharmacies, care homes or other support services in our area, we want to hear about resident experiences. We are independent and have the power to make sure NHS and social care leaders and other decision makers listen to local feedback and improve standards of care. We can also help residents to find reliable and trustworthy information and advice. Last year, the Healthwatch network helped nearly a million people to have their say and get the support they need. Healthwatch Kingston upon Thames is part of a network of over 150 Local Healthwatch across England.

We are seeking a Communications Officer to provide maternity cover for an 11 month period (starting in the New Year) to develop and improve the external profile of Healthwatch Kingston.



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As an experienced communications and marketing professional, you will lead on successfully communicating with residents and other stakeholders in Kingston (and further afield) in the work of Healthwatch Kingston.

You will need to understand how to communicate with and reach specific segments of our potential audience. You will be responsible for raising the profile of the charity through campaigns across a wide variety of platforms, developing informative and effective content as well as drawing on strategic knowledge of various media platforms and branding principles.

Working with our Projects and Outreach Officers and our Engagement Officer, you will have plenty of opportunity to raise awareness of our role and gather direct feedback about health and social care service experiences.

This position also requires excellent interpersonal skills and the ability to:

- Network efficiently, build trust and innovatively develop relationships through communications with a diverse range of partners including community residents/service users (particularly those seldom heard from) and service commissioners and providers
- Raise the profile of Healthwatch Kingston as the local health and social care champion via our website, social media, engagement events, outreach activities, publication of newsletters, press articles, other publications and promotion of reports
- Critically analyse and provide regular activity with insight reports on where and how people interface with Healthwatch Kingston and where and how Healthwatch Kingston interfaces with people
- Promote understanding about the collection and processing of personal data in line with General Data Protection Regulation to support Healthwatch stakeholder communications and community research.

**Key function:**

The Communications Officer will maintain and improve the external profile of Healthwatch Kingston among Kingston residents and develop the communications links with and between our wider partners.



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**Key responsibilities (In accordance with Healthwatch Kingston's strategic and operational priorities):**

*External Communications*

- Developing a network of strong relationships with local people and community groups (particularly those seldom heard from) to support timely information sharing on matters of local significance
- Networking with decision makers and other stakeholders including Communications and Engagement Officers within the NHS, the Council, the VCSE and other organisations
- Liaising with Healthwatch England and the South West London Integrated Care System to support national/regional/local communications and promotional activities as part of the Healthwatch network
- Developing local brand principles, using Healthwatch England guidance. Ensuring staff and volunteers are familiar with branding guidelines and principles, training new staff and volunteers as appropriate
- Designing and editing reports for publication, including leading on the technical production of the Healthwatch Kingston annual report
- Producing regular newsletters and other updates for local people and key partners
- Procuring branded promotional materials to support outreach and engagement campaigns.
- Producing publicity and promotion materials for Healthwatch Kingston's engagement events and outreach activities.

*Media Work:*

- Identifying external media opportunities to promote Healthwatch Kingston and work with the Chief Executive Officer and Deputy Chief Officer to secure external coverage of the organisation's key achievements, activities, projects, and messages
- Working closely with the Chair, Chief Executive Officer and other Board authorised communications leads, to develop communications and to respond appropriately to media enquiries, sometimes out of usual hours, to update time sensitive information for public advice and guidance, as arranged with the Chief Executive Officer/Deputy Chief Officer.



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*Digital communications and social media:*

- Planning, designing, and implementing Healthwatch Kingston's social media activity and managing the organisation's Facebook, X, and other digital project related activity such as Youth Out Loud! and other Healthwatch Kingston project related activities
- Developing, maintaining, and improving our websites (including Healthwatch Kingston and yolweb.info), creating and editing content, and leading efforts to ensure the quality of content posted online is accurate, professional and continues to meet the Plain English Campaign standards and implementing any related requests from the Plain English Campaign for improvements
- Ensuring all the advice and information pages of our websites are maintained and improved as directed by the Chief Executive Officer/Deputy Chief Officer so that they support Healthwatch Kingston's legislated 'signposting' role to health and social care services, analysing and reporting trends in digital signposting activity as part of quarterly reporting to the Board.
- In conjunction with the staff team, ensuring the website is up to date and providing useful and accurate information for Kingston's stakeholders and others as appropriate.

*Increasing website activity and monitoring impact:*

- Monitoring our websites' analytics and leading in developing strategies to increase traffic to various parts of the sites as well as professional Search Engine Optimisation.

*Other:*

- Safeguarding is everyone's responsibility, and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and vulnerable adults. Familiarisation with, and adherence to, our organisational Safeguarding Policy and Procedures, and any associated guidance is an essential requirement of all Healthwatch representatives
- Working in support of other colleagues in the organisation, as particular needs arise, as directed by the Chief Executive Officer/Deputy Chief Officer
- Undertaking additional duties as requested by the Chief Executive Officer/Deputy Chief Officer which further the aims and objectives of Healthwatch Kingston.



April/May 2019

## Communications Officer Person Specification

This person specification seeks to define a person most likely to be suited to the job of Communications Officer. Candidates are required to meet all the essential criteria listed. E = essential criteria; D = desired criteria.

### *Requirements*

#### *Qualifications and experience:*

1. Knowledge and experience of communications, public relations or journalism acquired through training to degree level or through equivalent relevant experience (E)
2. Experience of writing copy, editing and proof reading for a range of audiences (E)
3. Experience sourcing and interviewing people to create case studies (E)
4. Experience of using coordinated social media and new media as primary tools for marketing and promotional campaigns (E)
5. Experience of using analytics for our website, social media, communications evaluation and reporting (E).

#### *Knowledge, skills and abilities:*

6. A high standard of oral and written English (E)
7. Ability to be self-motivated and work proactively, independently and as part of a team (E)
8. Ability to develop and implement branding guidelines (E)
9. Hard working, enthusiastic and creative; able to operate with a 'can-do' attitude based on a desire to provide people with help, support and solutions to problems (E)
10. Ability to prioritise, plan and remain efficient and organised, while dealing with a range of competing demands under pressure (E)
11. Awareness of the General Data Protection Regulation (GDPR) and ability to maintain confidentiality in line with policies and procedures (E)
12. Knowledge of the NHS and/or social care (D)
13. Ability to network and build sustainable working partnerships with other agencies (E)
14. Understanding of equality and diversity principles (D)
15. Understanding of safeguarding principles for vulnerable adults and vulnerable children (D)