



Job title: Communications & Insight Officer

Salary: £22-26,000 per annum, plus pension arrangements

Location: Earls Colne, Essex

Background

Healthwatch Essex is an award-winning charity that aims to be '*an independent voice for the people of Essex, helping to shape and improve local health and social care services*'. As a young and innovative organisation, with powers and responsibilities set in law, we have a vital role to play in helping to change the future of health and social care. We will do this by making sure that the voice and lived experience of all people in Essex is taken account of by the people who commission and deliver local NHS and social care services.

We are a team of around fifteen professionals, who, alongside a thriving network of volunteers, undertake work that includes engaging the public in innovative and effective ways (such as through films, podcasts and engagement projects) as well as carrying out high-quality social research. We also provide a telephone and web-based Information Service to help the public access and understand the NHS and social care services. Above all, we aim to influence the decisions made by local health and social care authorities. Our success depends on building constructive partnerships with the NHS, local councils, and voluntary and community organisations.

Our ambition is to be an effective agent of local change, and to reflect the highest standards of national and international best practice.

Healthwatch Essex was created as a result of the Health and Social Care Act 2012, and the Government's aim of 'putting patients and the public first' through strengthening their collective voice. The Act created a national network of local Healthwatch organisations, as well as national umbrella organisation, Healthwatch England. The Act also gives local Healthwatch organisations certain powers in law to carry out their role, as well as certain obligations.

For more information about Healthwatch Essex, visit www.healthwatchessex.org.uk, or contact Rachel Horton-Smyth on 01376 572829 or rachel.horton-smyth@healthwatchessex.org.uk.

The role

This role is essential in ensuring that Healthwatch Essex (HWE) is known as a credible, evidence-based organisation, capable of shaping and influencing health and social care in Essex.

Within HWE, the **Communications & Insight Officer** will be responsible for a variety of internal and external communications. You will produce creative, impactful communications which support the work of the engagement, research and information teams. You will be comfortable dealing with the media and have a flair for developing innovative communication plans which promote and enhance the brand of Healthwatch Essex. Internally, you will ensure that staff and volunteers have access to timely, relevant and accurate information to support their work, and help our staff focus on the most appropriate stakeholder audiences, providing the pertinent context to frame our findings and recommendations, and therefore effectively promote our activity and work.

To be successful in this role, you'll need to be comfortable gathering and interpreting information to ensure that Healthwatch has access to an accurate picture of local and national health and social care policy and practice. You will be able to identify key stakeholders and craft communications which can influence effectively and raise awareness of the organisation's activities.

Your role will involve finding innovative ways to present this intelligence to key audiences ranging from face to face conversations with partners and funders through to producing imaginative communications which resonate with our key audiences. You'll work closely with the Communications Lead to help inform activity and to support all marketing and communications activities and initiatives, both internally and externally.

You will also be expected to help staff and teams realise the full potential of the impact their reports by targeting key audiences with a selection of different communications products cascaded across multiple channels. Part of your role will be to work with report authors and others to provide context and advise on timing and approach when it comes to the issue of dissemination and communication of the work we produce.

You will be a key over-arching source of information about the performance of the organisation and the effectiveness of different strands of work, as you will collate this information throughout the year, and use it to help advise on future workstreams and to inform the production of the organisation's Annual Report.

Key accountabilities

To work with the Communications Lead to support and implement the marketing communications strategy and plan.

Assist in the creation and delivery of all internal and external communications materials and campaigns

To work on the design and presentation of research and engagement reports, using graphic design software (Adobe Creative Cloud).

To support proactive and reactive media relations, including liaising with national and local media.

To engage with new audiences via social media and planned engagement on digital media.

To assist with the daily operation of the Healthwatch Essex website and produce the regular Healthwatch newsletter.

To gather information from a series of sources to provide insight into the main issues affecting health and social care across Essex. This information may be used for internal or external communication products and sources of information will include:

- Evidence of people's voice and lived experience in both quantitative and qualitative forms, generated through our engagement projects and programme of applied social research;
- Data and evidence relating to people's views and experiences of health and social care, generated by the HWE Information Service and online Feedback Centre;
- Data generated by health and social care agencies (and other relevant bodies), both locally and nationally;
- Published reports, briefings and policy documents relating to local and national policy in health and social care.

To support award submissions celebrating the work of the Healthwatch Essex team where appropriate.

To be the custodian of the brand of Healthwatch Essex, ensuring consistent use of images, identity and messaging.

Person specification

The post holder will be an excellent communicator who is highly capable of collecting, handling and presenting information in innovative, impactful ways, whilst also having an analytical eye for both detail and the bigger picture. You will have a high regard for the sensitivities of working within health and social care and be confident in using inventive but robust means of handling and presenting information to illuminate the lived experience of users of health and social care in Essex.

You will also be enthusiastic about working within a small and ambitious team, show a high regard for the values and principles of Healthwatch Essex and be willing to work flexibly to achieve the organisation's strategic objectives.

Knowledge, skills attributes and experience

Essential

- Educated to degree level or has equivalent experience or related qualifications.
- An effective and imaginative communicator, in verbal and written forms.

- Ability to analyse and interpret complex information and produce it in a clear and concise format for a range of audiences.
- Excellent copywriting and proof-reading skills.
- Knowledge and experience of using creative ways to interact with different audiences, including digital engagement.
- Proven report writing and presentation skills.
- Working knowledge of graphic design with the ability to design marketing collateral and reports to a good standard.
- Ability to operate sensitively within a small team environment and build effective working relations.
- A fast learner with a highly motivated and proactive attitude, able to work flexibly with staff and independently using own initiative.
- Knowledge & experience of using IT systems, including MS Office and CMS systems i.e. WordPress.
- Willingness to travel across Essex and undertake occasional evening work.

Desirable

- Experience of working in or knowledge of the health and social care and/or voluntary and community sector.
- Experience of media management.

Closing date for applications: 4th February 2022