

**Meeting New Horizons
Healthwatch North East Lincolnshire
Engagement & Communications Officer
Job Description**

Overall Objective:

The overall objective of the post is to lead on all engagement activity, ensuring that residents across all demographic groups have accessible ways to engage with Healthwatch, and to ensure effective promotion of Healthwatch through the coordination of communications activity.

Specific Duties and Responsibilities:

Engagement:

- Act as a key point of contact for patients and the public wanting to know more about Healthwatch or wishing to share their views and experiences.
- Devise an engagement plan and co-ordinate all engagement activity to consult with the public over their views and experiences of local services.
- To identify barriers to participation by certain groups and communities and seek creative solutions to those barriers.
- Work with other MNH/Healthwatch departments to identify further methods of engagement.
- Organise and attend a range of outreach events to promote Healthwatch and obtain people's views.
- Attend meetings and events organised by local VCS organisations to promote Healthwatch and obtain feedback from members of the public attending.
- Develop relationships with local voluntary sector organisations to encourage their involvement in Healthwatch, and to determine the most appropriate methods to engage with their members.
- Attend meetings and events organised by local VCS organisations to promote Healthwatch and obtain feedback from members of the public attending.
- Via engagement and promotional activity, promote the benefits of being involved in Healthwatch, and monitor engagement input to ensure it is representative of the county.
- Working with the Volunteer Coordinator, enlist volunteers to support the delivery of engagement activity.
- Conduct surveys, consultations and issue led engagement activity to support the Delivery Manager and Patient Experience Officer in the collection of information for investigations.

Communications:

- Devise a marketing plan and co-ordinate all marketing activity to ensure full coverage for Healthwatch Hull locally.
- Using national brand guidelines, generate and distribute a range of marketing material to ensure maximum awareness of Healthwatch locally.
- Work with local user led organisations to ensure that marketing material is accessible and available in a range of formats.
- Ensure that there is a constant supply of Healthwatch literature displayed in health and social care services and other key public access points.
- Develop a database of VCS newsletters and ensure that Healthwatch news releases are regularly distributed for inclusion in the newsletters.
- Create and distribute enews/newsletters and contribute to the updating of the Healthwatch website.
- Develop and implement creative approaches to applications of social media.

Performance Monitoring:

- Populate the database for the collation of views and intelligence gathered from a variety of activities and sources.
- Support the Delivery Manager in identifying trends in issues and concerns raised by patients and the public.
- Monitor the effectiveness of marketing activity and adjust the marketing plan accordingly.
- Support the Delivery Manager in the collation of monthly and quarterly reports through the provision of data relating to engagement and marketing activity.
- Support the Delivery Manager in the collation of information for the Annual Report.

General Duties:

- To ensure that members of your team and wider Meeting New Horizons/Hull CVS are kept adequately informed of your work as appropriate and that information is provided as requested by your line manager.
- To participate in planning and team building activities within Meeting New Horizons/Hull CVS.
- To take part in supervision / appraisal meetings as agreed in line with Meeting New Horizons/Hull CVS policy.
- To undertake in-service training as appropriate.
- To respect confidentiality of all information acquired through working at Meeting New Horizons/Hull CVS within the framework of the confidentiality policy.
- To work in a self-servicing capacity.
- To adhere to Meeting New Horizons/Hull CVS policies and procedures.
- To undertake any other duties commensurate with the level of responsibility of this post which you may be asked to undertake by the Meeting New Horizons/Hull CVS Chief Officer.