



Communications Officer

Job description

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Person specification

November 2021

East Sussex Community Voice - Registered CIC: 08270069

ESCV delivers Healthwatch East Sussex (HWES),
It takes a Village to Raise A Child (VRAC) and
commissions NHS Complaints Advocacy in East Sussex

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JOB DESCRIPTION

ORGANISATION:	East Sussex Community Voice East Sussex Community Voice (ESCV) is an independent Community Interest Company which delivers the local Healthwatch functions and the European it takes a Village to Raise A Child (VRAC) project in East Sussex.
JOB TITLE:	Communications Officer
LOCATION:	ESCV office in Eastbourne and remote working
GRADE:	£25,882 per annum plus 6% pension contribution
ANNUAL LEAVE:	27 days per year plus Bank Holidays
CONTRACT DURATION:	Fixed term to 31st March 2022 with possibility of extension
WORKING PATTERN:	35 hours per week – Monday to Friday (flexible)
RESPONSIBLE TO:	ESCV Evidence and Insight Manager
MAIN PURPOSE OF THE JOB:	<p>The Communications Officer will lead on promoting the work of ESCV to the public, funders and other stakeholders ensuring information is accurate, relevant and impactful.</p> <p>The postholder will work closely with ESCV staff and volunteers to manage our websites and social media, prepare marketing resources, co-design events and deliver communications in accessible formats to support projects and programmes.</p> <p>You will ensure that our messaging, achievements, and engagement activity are high performing and deliver maximum social and geographical reach.</p> <p>This role will also support the development of wider ESCV activity.</p>

Job Context

East Sussex Community Voice (ESCV) is a Community Interest Company and the primary vehicle to provide the local Healthwatch functions. We also run a number of other projects including the European-funded it takes a Village to Raise A Child (VRAC) project in East Sussex.

Our vision:

'People centred public services in East Sussex; where all members of the public are empowered to have a say in service, design, and delivery.'

Our mission

'To provide independent, professional and inclusive services that engage and empower the public to have their say in the design, commissioning and delivery of public services. To generate intelligence and insight from public engagement that supports commissioners and providers to improve public services.'

KEY TASKS

You will deliver your role in close liaison with the wider ESCV team and will draw on the skills and expertise of colleagues.

Key duties and responsibilities

a) Key duties

- Maintain and manage the ESCV Communication Strategy (and associated delivery plans), guiding communication activity for programmes and projects in line with company objectives.
- Deliver tactical communications activity in support of agreed briefs, contributing ideas and proposals where appropriate and drawing on a broad range of marketing, editorial skills and digital skills to develop high quality content.
- Choose the right channel(s) for each project and ensure all work is targeted to appropriate audiences and is accessible – internally and externally. Write, edit and enhance contributions from others as necessary.
- Manage the day-to-day operational delivery of the East Sussex Community Voice, Healthwatch East Sussex and other service websites. Collaborating with staff and volunteers to plan, develop and publish information and content.
- Collate and report on analytics for the websites, Healthwatch Feedback Centre and social media platforms on a monthly, quarterly and annual basis. Insight will be used to guide communications and wider engagement activity.
- Maximise Search Engine Optimisation for all ESCV managed digital platforms.
- Lead on the management and maintenance of the Healthwatch CRM database and provide training and support to other team members.

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- Manage organisational ICT assets (including product licensing) and manage the contracts e.g. mobile phones, websites, ICT support etc.
- Oversee the planning, design and implementation of ESCV social media and other digital project related activity.
- Create and design monthly newsletters, e-bulletins, infographics and reports - collaborating with team members and volunteers to develop content.
- Ensure that all text, data and images used in any ESCV communication and marketing materials are GDPR compliant, and align with appropriate branding guidelines e.g. Healthwatch, Interreg etc.
- Develop and maintain appropriate ESCV policies and procedures e.g. Social Media Policy, Data Protection Policy etc.
- Support ESCV staff in developing, planning and delivering a year-round programme of ESCV engagement activity, including training and support for staff and volunteers.
- Identify external media opportunities to promote the work of ESCV and work closely with the Director to respond appropriately to media enquiries.
- Develop and manage templates, designs, infographics and imagery for the website, newsletters, bulletins, social media, reports and hard copy materials.
- Collaborate with designers and print companies to source marketing and promotional materials, negotiating with suppliers to provide best value.

b) Other duties

- Work in accordance with our values, policies and procedures.
- Working in support of other colleagues in the organisation, as particular needs arise, as directed by the Executive Director.
- Attend and participate in staff and volunteer meetings, supervision, appraisals and ad hoc meetings as required.
- To maintain high standards of Health, Safety and Welfare at work and take reasonable care for the health and safety of themselves and others.
- To work inclusively, in accordance with our equal opportunities and diversity framework.

c) Other information

- This job description sets out the duties of the post at the time it was written (November 2021).

- Working patterns will be flexible, including working in the office, at home, some evenings and weekends.
- Opportunities are provided for ongoing professional development.
- Requirements may vary from time to time without changing the general character of the duties of the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post.
- Any other duties which fall within the scope of this role.

PERSON SPECIFICATION

Post Title: Communications Officer

	Essential Criteria	Desirable Criteria
Key Skills & Abilities	<ul style="list-style-type: none"> • Multi-skilled across all forms of communications: from developing and pitching creative ideas to editing and writing; from creating content for websites and social media, to identifying audiences and tracking and evaluating the impact of communications. • Very high standard of written and spoken English. • Skilled at writing for different audiences and different channels/media including writing for the web and social media, but also for hard copy. • Confident in developing and publishing appropriate content on websites, social media and marketing platforms. • Use of Content Relationship Management (CRM) Systems to manage contact and activity data. • Ability to prioritise and manage workloads effectively, and flexibly move between pieces of work as necessary. • Effective design skills for developing Infographics, Flyers, Bulletins and documents. • Ability to work with all levels of volunteers, staff and stakeholders. • Proven project planning and project delivery skills. • Ability to work as part of a fast-moving team. • ICT skills (Word, Excel, Virtual Meetings, Internet and PowerPoint). 	<ul style="list-style-type: none"> • Experience of working within the voluntary sector and with volunteers. • Understanding of the current challenges facing public services, nationally and locally. • Full driving licence and access to a vehicle (or demonstrable ability on how you will be able to travel to all parts of East Sussex, as required by the business need). • Experience of engaging with communities using a range of techniques and methodologies.

Education & Qualifications	<ul style="list-style-type: none"> • Educated to A-level standard, or the ability to demonstrate equivalent experience. • Minimum one year workplace experience in communications role. 	<ul style="list-style-type: none"> • Marketing qualification • Project Management qualification
Knowledge	<ul style="list-style-type: none"> • Experience in digital communication work (web design and build, online advertising, content design and creation, email, social media etc). • Knowledge of website content management systems e.g. WordPress. • Understanding and commitment to GDPR and contemporary data protection processes, including consent for adults and children. • Principles and practicalities of entering and managing data, and undertaking reporting from a CRM system. • Understanding of modern marketing and communication techniques including the principles of digital and social marketing. • Responding to a marketing or editorial brief with appropriate, or even innovative, communications which meet the task's objectives. • Creating content for multiple audiences and channels including printed publications, and digital channels. 	<ul style="list-style-type: none"> • Experience of working in a small organisation. • Experience of working with the media. • Managing clients and suppliers. • Awareness of the Voluntary sector in East Sussex. • Knowledge of the health and care sector.
Experience	<ul style="list-style-type: none"> • Proven track record of producing a range of communications activities to deliver organisational and project objectives. • Experience of developing and publishing digital content and working with designers and/or developers on content. • Use of CRM systems to manage contact and activity information. • Demonstrable experience of communicating with diverse audiences using a variety of channels, including digital ones. • Use of evaluation and analytics to monitor and improve the effectiveness of communications work. 	<ul style="list-style-type: none"> • Experience of using survey software and platforms. • Engagement with seldom heard groups.

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Personal Attributes	<ul style="list-style-type: none">• Commitment to working as a positive and constructive team member• Self-Starter• Excellent interpersonal and communication skills• Flexible approach to working practices• Effective time management• Creativity• Attention to detail	
Prepared by East Sussex Community Voice - November 2021		