

<b>Job title:</b>	Communications & Involvement Officer
<b>Accountable to:</b>	Chief Operating Officer
<b>Location:</b>	Guildford
<b>Salary:</b>	£26,928 per annum

### **About us:**

Healthwatch Surrey is an independent consumer interest company that gives the people of Surrey a voice to improve, shape and get the best from health and social care services. We are committed to being an inclusive and diverse employer which reflects the community we serve.

### **The role:**

- To oversee external and internal communications and marketing for Healthwatch Surrey, proactively seeking opportunities to promote Healthwatch Surrey through a wide range of communications channels and excellent relationships.

### **Main Responsibilities:**

- Proactively lead internal and external communications to enable us to provide information to and gather insight from local people. Including those who are less well-served, who may face barriers to accessing services, and who may be at risk of health inequalities.
- To have a detailed understanding of Healthwatch Surrey CIC's mission and vision and the role of the communication strategy within it, implementing the strategy to promote awareness of our services and deliver effective communications.
- Ensure the work and impact of Healthwatch Surrey are known to a wide range of people including identified stakeholders, the media and the general public.
- To be the main point of contact for the media (and other stakeholders) who require information, comment or interviews about health and social care services via Healthwatch Surrey.
- Identify opportunities for getting 'out and about' in Surrey to raise awareness of Healthwatch Surrey's different services, including NHS Complaints Advocacy and our Helpdesk. This includes building excellent relationships with NHS providers and

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social care to ensure that they promote our services to their patients and service users.

- Build excellent contacts with voluntary, faith and community groups, raising awareness of Healthwatch Surrey and identifying opportunities for joint working to promote involvement and better amplify the voices of those at risk of health inequalities.
- Ensure the Healthwatch brand is conveyed in a consistent way and within the Healthwatch England guidelines for branding. To be responsible for the look and style of leaflets, literature, poster production and other awareness raising materials.
- Communicate regularly with the internal team (delivery team, Board, volunteers and partners) about our communications initiatives and plans.
- Make sure Healthwatch Surrey's communications are available in a range of accessible formats so that the organisation's messages are available to a wide range of audiences and meet accessibility requirements and best practice.
- Plan, edit and write engaging and relevant content for reports, social media and the Healthwatch Surrey website and monitor metrics from the online activity.
- Liaise closely with the Healthwatch England media team to help monitor national activity and identify potential communication opportunities.
- Help manage and support our Comms & Marketing Apprentice.
- To be the lead point of contact for one geographical area ('PLACE') in Surrey.

### General duties and other responsibilities:

- Take an active interest in ensuring Healthwatch Surrey operates effectively, according to best practice and fulfils its obligations.
- Work within the team to maintain and achieve high standards and understand the importance of time management and meeting deadlines.
- Disseminate information and learning as appropriate to other networks if required, and in conjunction with the communications policy.
- Help to ensure that Healthwatch Surrey embraces diversity, challenges discrimination, and reflects the communities of Surrey.
- The post holder will be expected to undertake other responsibilities and tasks as reasonably requested by the line manager.