

Marketing and Communications Manager Job Description

Job Title:	Marketing and Communications Manager
Salary:	£29,636 - £34,788 per annum (SCP 2019 26 - 32)
Responsible to:	Head of Operations
Location:	Cobalt Square, 83 Hagley Road, Birmingham. B16 8QG
Hours of work:	35 hours per week

About Healthwatch Birmingham

Healthwatch Birmingham is the independent champion for health and social care services. We exist to ensure people are at the heart of care. We provide patients and the public with ways to feedback and have a stronger say about the services they use. We listen to what people like about services, and what could be improved. This could be about general practices, hospitals, dentists, opticians, pharmacists, nursing and residential homes or care you receive in the community.

We have the power to ensure that those organisations that design, run or regulate NHS and social care listen to people's views and act on them. People's experiences prompt and lead our activities and investigations, with our reports focusing on improving services. We also encourage services to involve patients and the public in decisions that affect them.

Through our Information and Signposting Line, Healthwatch Birmingham also helps people find out the information they need about services in their area.

People sharing their experiences can make a big difference. Our aim is to help make health and care services better for patients, their families and their community.

Context of role

The role of Marketing and Communications Manager at Healthwatch Birmingham is critical to our success. Your role is central to Healthwatch Birmingham's ability to raise its profile both with the public and amongst our key stakeholders. It is your role to promote Healthwatch Birmingham, building brand awareness and trust across all key stakeholders. This will ensure we have support from our key partners to progress our work to influence change in health and social care services, celebrating our success and building trust.

Your work will raise the profile of Healthwatch Birmingham with Birmingham citizens resulting in increased confidence in our work. Leading to more citizens wanting to be involved in our work by leaving us their feedback about health and social care and through volunteering with us.

Duties and responsibilities

The duties and responsibilities of this role will contribute to the continuous improvement of our performance. This will enable us to successfully implement our strategy, meet our objectives, and fulfil our statutory duties.

Main purposes of the role

1. Raise the profile of Healthwatch Birmingham through the local press and media ensuring coverage celebrates our success and encourages more citizens to leave their feedback with us.
2. Grow our reach into the communities of Birmingham by developing innovative ways to engage the public resulting in increasing feedback heard, volunteer recruitment and resulting in more individuals accessing our Information and Signposting Service.
3. Build brand awareness and confidence in Healthwatch Birmingham by producing regular bulletins, news articles and mail outs to celebrate our work growing stakeholder confidence in Healthwatch Birmingham ensuring continued support for our work.

Role Objectives

Increased Quality Data:

Healthwatch Birmingham Objective: We have a growing data set of quality feedback about Birmingham health and social care services, which has been categorised using our taxonomy.

To help us achieve this you will:

- a. Produce a marketing and comms strategy to continuously promote the range of ways citizens can engage and be involved with our services.
- b. Manage our online presence to support our strategy and monitor our brand growth.
- c. Ensure we have sufficient marketing collateral, which is fit for purpose to meet our publicity and community engagement needs.
- d. Ensure our front-line data collection systems are citizen-focused and user-friendly.
- e. Develop and create innovative ways to engage diverse citizens' in the city, both online and face-to-face.

- f. Write effective, engaging content for social media, website, e-bulletins and press releases which leads to increased numbers of feedback being left with Healthwatch Birmingham.
- g. Maintain relationships with communication leads in the city to continuously promote how individuals can leave feedback with us.

Better decisions and prioritisation:

Healthwatch Birmingham Objective: We make better choices and decisions regarding how and to what we allocate resource, prioritising work which leads to maximum impact for Birmingham citizens.

To help us achieve this you will:

- a. Promote public involvement in our Topic Identification and Prioritisation System (TIPS) ensuring our work is publicly-led.
- b. Promote public attendance at our Healthwatch Birmingham Board Meetings, working with the Secretary to the Board.
- c. Ensure the CRM database is up to date with key stakeholders and contacts to support our work, growing our mailings lists to enable more individuals to be involved from across stakeholders and communities of Birmingham.
- d. Use your contacts to ensure all staff have the right connections to progress the work of Healthwatch Birmingham, ensuring how we communicate our impact is central to decisions made and project plans.
- e. Ensure you have regular update meetings with communications leads across stakeholder organisations, and share this with the wider staff team to ensure Healthwatch Birmingham is aware of key changes in the city that affects our work. Use these relationships to harness their support to increase the reach of our work.

Effective levers for change:

Healthwatch Birmingham Objective: Our levers for change (investigations, quality standard, consultation responses etc.) are effective, evidenced-based and taken seriously.

To help us achieve this you will:

- a. Work across all projects, working with the Head of Operations, to ensure all projects have clear communication plans built in, developing a rolling programme of communications and press releases to increase the reach of our work.
- b. Work with the Research and Policy Manager to promote involvement in our investigations ensuring we reach key population groups as required for our research.

- c. Work with the Research and Policy Manager to develop communications as a result of our investigations, consultation and trusts' quality account responses, ensuring our work stimulates improved public confidence resulting in increased involvement in our work.
- d. Write communications toolkits for stakeholders to support the promotion of our work, enabling greater reach through the support of our partners.

Impact - Changes to services:

Healthwatch Birmingham Objective: Birmingham citizens receive better services as a result of our work. We have caused positive changes in health and social care services.

To help us achieve this you will:

- a. Work across all projects, working with the Head of Operations, to develop 'impact stories' about our work. Supporting all colleagues to write case studies about our work that will engage with the public and our stakeholders.
- b. Communicate and celebrate our impact through developing press releases and liaising with the local media to increase our reach and brand awareness.

Communications:

Healthwatch Birmingham Objective: Our communications result in more stakeholder and public confidence.

To help us achieve this you will:

- a. Develop and maintain positive relationships with the local media and press, writing regular press releases to celebrate our work demonstrating increased support for our work.
- b. Work across all projects to quality assure all communications produced, ensuring they are impact-focused and suitable for target audience.
- c. Project manage the production and dissemination of the quarterly stakeholder bulletin, increasing our reach through mailing lists and social media.
- d. Work with colleagues to develop key presentations to promote our work, as directed by the Partnerships Manager.
- e. Develop and maintain key relationships with communications leads across the city, to increase our reach and the promotion of our work.
- f. Develop and maintain our website to ensure it is fit for purpose, increasing traffic to our site measuring a tangible increase in outputs i.e. increased feedback on the

Feedback Centre, increased access to our Information and Signposting Service, and readership of our reports.

- g. Develop our digital marketing strategy to grow our online presence through social media platforms. Writing effective content to increase active engagement which results in more individuals leaving feedback, taking part in research, volunteering and accessing our information and signposting service.
- h. Produce high-quality marketing collateral tailored to target audiences to increase access to our services, ensuring all staff have the marketing resources needed to achieve their objectives.
- i. Line manage staff and placements as required.

Volunteering:

Healthwatch Birmingham Objective: More citizens want to support our work and be involved growing our pool of high-quality volunteers who are mobilised and motivated.

To help us achieve this you will:

- a. Work with the Volunteer and Community Officer, to develop new volunteer opportunities to support your work, building links with our Birmingham Universities and Colleges, providing students with opportunities to build their experience and harness their innovation and skills to increase our marketing and communications.
- b. Support the Volunteer and Community Officer to train volunteers to have the skills to support your work.
- c. Supervise volunteers when supporting your activity, feeding back to the Volunteer and Community Officer to ensure continuous learning and development for our volunteers.

High performing culture

- a. Be a reliable and high-performing member of the staff team and delegate for colleagues as requested.
- b. Encourage a whole team approach to our work using team meetings and project working groups to utilise the skills and expertise across the Healthwatch Birmingham team. Proactively volunteer to support projects and colleagues to ensure we work effectively and efficiently together.
- c. Be accountable and responsible, by demonstrating commitment to project plans through the completion of actions in a timely manner, updating project leads regularly to jointly overcome any barriers to completion.

- d. Taking a lead from the Chief Executive Officer and Management Team, help develop and embed a Healthwatch Birmingham approach to continuous quality improvement which enables all staff to learn and develop and which enables the organisation to become a learning organisation, e.g. through the use of PDSA, Lean, or other continuous quality improvement techniques.
- e. Use the team meetings to continuously improve our impact and ways of working together, supporting colleagues to develop their problem solving and change management skills by being willing to bring and discuss performance obstacles as they arise.
- f. Maintain an appropriate awareness of what is happening in national and local health and social care, particularly in relation to policies relating to all aspects of volunteering, patient and public involvement and other forms of engagement.
- g. Proactively seek to identify colleagues in need of support and find time to help; delegate for team members across the organisation when asked, and do any task as reasonably requested by any member of the management team.
- h. Adhere to Health and Safety, Data Protection, Safeguarding, Equality and Diversity, and other organisational policies.
- i. Support the organisational achievement of our Social Value Action Plan, championing ways to improve against the plan.
- j. Ensure your own continuing professional development, proactively and demonstrably engaging in reflective practice and identifying your own learning opportunities. Use basic continuous quality improvement techniques such as Plan Do Study Act, helping Healthwatch Birmingham to become and continue to be a learning organisation.

Our Values

1	We are people-centred	<p>We take time to listen in order to really understand and develop new insight from another's view or experience, rather than listen for our chance to speak.</p> <p>If helping someone is within our competence we help them, rather than handing them over to another member of the team.</p> <p>We don't wait to be asked. If we see something needs doing, we do it, and we see it through.</p>
2	We are publicly-led	<p>We are taking continuous action to become a centre of excellence for patient, public, service user and carer involvement. Diversity of patient, public, service user and carer input and activity is the golden thread running through our work; from governance to focus, to delivery, to dissemination of our impact.</p>
3	We are evidence-based	<p>The impact on the quality of services underpins and guides decisions relating to our investigative work.</p> <p>We wait until we have appropriate, relevant, credible evidence before we take decisions which guide our actions.</p>
4	We are impact-focussed	<p>We make decisions based on the strategic goals and mission of Healthwatch Birmingham rather than on intermediary targets. I.e., we take a 'bigger picture' systems approach to decision making based on contribution of our decision to the end goal</p>
5	We are passionate about Patient and Public Involvement as a means of improving service and reducing inequality	<p>We can enthusiastically explain, with examples, why Patient and Public Involvement (PPI) improves health and social services and our role to improve PPI in Birmingham.</p> <p>We understand the policy environment for Patient and Public Involvement in health and social care and where Healthwatch Birmingham fits.</p>
6	We are resolute	<p>We recognise the enormity of our goal and how easy it is to be distracted from it or to minimise it to make it easier to achieve, and we support each other to stick to the plan.</p>

Employee Specification

Essential knowledge, skills and experience:
1. Educated to at least degree level in a relevant discipline (e.g. Communications and Marketing)
2. Demonstrable experience in Communications and Marketing leadership and management.
3. Proven ability to develop and write Communications and Marketing Strategies to increase reach and brand awareness with the public and key stakeholders.
4. Line management experience.
5. Excellent and flexible verbal communication skills, able to adapt your personal communications style according to context, e.g. from preparing media briefings for the CO to community presentations.
6. Proven ability to work with the local press and media to ensure our communications results in published content that builds brand and public confidence.
7. Superb copywriting skills and experiences across printed and online media.
8. A creative eye and the ability to design and produce effective marketing collateral and communications for diverse population groups.
9. Highly competent with WordPress, Adobe InDesign and other design and communication tools to produce high-quality website and marketing collateral content.
10. Highly competent using Google analytics and demonstrable ability to develop and act on insights to improve online visibility and progress up the search rankings.
11. Excellent understanding of brand and in particular of how this translates into a brand tone of voice, and proven ability to develop social media to build a brand.
12. Excellent organisational and analytical skills, with a proven ability to manage several projects simultaneously of a range of complexity and type, from designing and developing a campaigns to aggregating data and producing high-quality reports.
13. Demonstrable evidence of personal values being compatible with and aligned within Healthwatch Birmingham values, its mission and ambitions.
14. Excellent people skills; mature and credible, with the ability to develop trust and respect with diverse communities from grassroots to the Government. Experience of, or evidence of capability to become a trusted community spokesperson on behalf of Healthwatch Birmingham.

Essential knowledge, skills and experience:
15. Partnership and negotiation skills to build networks of colleagues across health, social care and the VCSE sectors to support and promote your work.
16. An understanding of local and national policy which are relevant to the work and role of Local Healthwatch and of Healthwatch Birmingham.
17. Experience of working with and through volunteers to achieve organisational goals and mission.
18. Consistent and multiple evidence of going the extra mile to get the job done well.
19. Understanding of and experience in working in matrixed organisations and achieving organisational outcomes through relationships and influence.
20. Understanding of and commitment to working in a continuous quality improvement organisation and what that means in practice.
21. Experience of managing staff, volunteers and projects to increase outputs and outcomes.
22. Proven skills in innovation, problem-solving, change management and leadership
23. Articulate and demonstrably ambitious for Healthwatch Birmingham and own career, able to be a reliable and high impact delegate for the organisation at various high-level Boards and Committees, representing HWB, presenting and responding to agenda items as required.
24. Excellent and flexible verbal communication skills, able to adapt your personal communications style according to context, e.g. from preparing media briefings for the CO to community presentations.