

Communications and Experience Officer Job Description

Job Title:	Communications and Experience Officer
Salary:	£22,462 - £24,799
Responsible to:	Healthwatch Solihull Manager
Location:	Healthwatch Solihull Office
Hours of work:	37 hours per week

About Healthwatch Solihull

Healthwatch Solihull 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 Service, Healthwatch Solihull 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 Communications and Experience Officer at Healthwatch Solihull is critical to our success. Your role is central to Healthwatch Solihull's ability to raise its profile both with the public and amongst our key stakeholders. It is your role to ensure we hear experiences from the public and communicate with the public, building trust between Healthwatch Solihull and Solihull residents. Your work will raise the profile of Healthwatch Solihull with Solihull citizens resulting in increased confidence in our work leading to more citizens

wanting to be involved in our work through leaving us their feedback about health and social care and through volunteering with us.

Through your work you will ensure that we have a full programme of online activity utilising all routes of engagement to hear from all target populations in particular those most likely to experience health inequality. By providing citizens with valuable information and signposting you will ensure Solihull citizens get the help and support they need, at the right time and right place.

Duties and responsibilities

The duties and responsibilities of this role have been positioned in the context of your contribution to continuously improving our organisational performance so that we achieve our strategy, objectives and fulfil our statutory duties.

Main purposes of the role

1. Develop and implement a new communication strategy to grow our reach into, and hear more experiences from, the communities of Solihull as well as raise our profile with key stakeholders.
2. Deliver an excellent Information and Signposting service, interviewing citizens via the telephone to understand their experiences of health and social care and providing them with effective information and signposting to access the care they need.
3. To proactively engage citizens online, via the information route on our website and through social media, to provide self-help guidance and capture their individual experiences of health and social care.

Role Objectives

Better decisions and prioritisation:

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

To help us achieve this you will:

- a. Return all enquiries to the Information and Signposting Service in a timely manner.

- b. Signpost individuals to relevant information via policy and trusted websites and ensure accurate, quality recording of information and signposting activity on the CRM.
- c. Identify and escalate concerns of risk to individuals to safeguarding and other relevant agencies.
- d. Maintain an UpToDate signposting database (or other effective tools) covering health, social care and VCSE organisations ensuring our website reflects any changes in our online Information Route.
- e. Carry out audits/satisfaction survey of our information and signposting service ensuring individuals have accessed the support they needed.
- f. Produce monthly and quarterly KPI reports as instructed by management, analysing where growth and improvement are taking place and identifying any barriers to your work.

Communications:

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

To help us achieve this you will:

- a. Produce and implement a communications strategy and plan that grows our online presence through social media platforms.
- b. Write social media content, and increase proactive engagement with this content, resulting in more individuals leaving feedback, taking part in research, volunteering and accessing our information and signposting service.
- c. Develop and maintain our website to ensure it is fit for purpose, increasing traffic to our site measuring tangible increase in outputs i.e. increased feedback on the Feedback Centre, increased access to our online Information and Signposting Service, and readership of our reports.
- d. Develop innovative ways to provide information and signposting online through social media (e.g. live chats and private messaging) and our Information Route on our website. This will raise the profile of our services and provide information regarding local health and social care services.
- e. Promote the Information and Signposting service, creating innovative ways to reach into communities and increasing referrals from community-based organisations.
- f. Build brand awareness and confidence in Healthwatch Solihull by contributing to the production of regular bulletins, news articles and mail outs to celebrate our work

growing stakeholder confidence in Healthwatch Solihull ensuring continued support for our work.

Effective levers for change:

Healthwatch Solihull 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. Identify, tag and write key case studies from the information and signposting service to be used as part of investigations, consultation and quality account responses.
- b. Identify, record and report where there are barriers for individuals to access existing services, either due to a lack of services, geographical gaps in provision, service capacity issues (waiting lists) or access barriers. Provide this analysis to support the development of local services through the Neighbourhood Network Scheme.
- c. Support colleagues to produce clear communication plans for their projects.
- d. Support the Project Officer 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.

Impact - Changes to services:

Healthwatch Solihull Objective: Solihull 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. Identify impact as a result of your work where we have made a difference to individual citizen's lives.
- b. Write patient and user stories and case studies of individual's experiences of using services provided by health and social care, capturing the impact of our work.
- c. Capture the changes made to the commissioning and/or provision of health, social care and VCSE services in Solihull as a result of our information and signposting function.

Increased Quality Data:

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

To help us achieve this you will:

- a. Utilise all routes of engagement to hear from all target populations and in doing so grow our dataset of quality feedback.
- b. Manage our online presence to support our strategy and monitor our brand growth.
- c. Develop and create innovative ways to engage diverse citizens' in the city, both online and face-to-face.

Volunteering:

Healthwatch Solihull 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. 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

To help us achieve this you will:

- 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 Solihull 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 Solihull 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 Solihull 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 Solihull 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 Solihull.</p> <p>We understand the policy environment for Patient and Public Involvement in health and social care and where Healthwatch Solihull 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 A level standard or Equivalent Vocational Qualifications or minimum of two years relevant experience in similar environment paid or voluntary.
2. Proven experience of providing information and signposting services over the telephone.
3. Proven experience of developing and implementing communication strategies and plans.
4. Experience of using social media platforms.
5. Superb copywriting and case study writing skills.
6. Experience of working with a wide range of communities (with an understanding of the needs and challenges faced by different communities, ages and disabilities).
7. Good working knowledge of Microsoft Office (including Word, Excel and Outlook) and databases (e.g. a CRM system).
8. Ability to work on own initiative with minimum supervision in a fast-paced environment.
9. Experience of managing websites.
10. Understanding of, and commitment to, Healthwatch Solihull.
11. Demonstrable commitment to equal opportunities and anti- discrimination; with an ability to incorporate it into practice, working with a wide range of communities and organisations.

Desirable knowledge, skills and experience:
1. Working within a culture of continuous improvement and proven experience of implementing and maintaining a range of quality assurance processes.
2. Experience of health and social care services (including third sector).
3. Understanding and experience of adult safeguarding.
4. Experience of complex partnership working including with volunteers.
5. Experience of working within the social enterprise sector.
6. Understanding of the current challenges facing public services.