

## Information and Social Media Officer

### Job Description

Job Title:	Information and Social Media Officer
Salary:	£20,344 - £21,589
Responsible to:	Healthwatch Solihull Manager
Location:	Enterprise Centre, B37 7TP
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 people 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; our reports focus 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 hears people's experience of health and social care and 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 Information and Social Media Officer at Healthwatch Solihull is critical to our ability to listen to the experiences of Solihull citizens, and empowering them to make informed decisions about their health and social care needs. Your role is a gateway role for individuals to access the help and support they need in the borough. It provides them with signposting to services and information that will support them to navigate the local health

and social care system. It is your role to ensure we proactively listen to the experiences of the public, interviewing them to uncover issues about where services are not working well, gaps in service provision, and identifying what support they need to improve their personal situation. You will work across all contact routes (e.g telephone and online) to engage individuals, increasing opportunities for us to provide Information and Signposting, and help to develop volunteers to support this area of work.

### **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**

#### **Information and Signposting**

1. To interview citizens via the telephone to understand their experiences of health and social care, including identifying any gaps in the provision of services, and write case studies to capture this feedback. Leading Information and Signposting at Healthwatch Solihull and supporting Healthwatch Birmingham's Information and Signposting service as needed.
2. To deliver an excellent Information and Signposting service by providing citizens with effective Information and Signposting to access the care they need. Recording detailed summaries of your work on the CRM system.
3. To ensure our information route on our website is clear and easy to navigate.
4. To escalate cases to health and social care, as indicated by the Healthwatch Solihull escalation policy

#### **Social Media**

5. Plan and implement a structured social media plan for Facebook, Twitter, Instagram and NextDoor.
6. Ensure our social media platforms are updated daily with new content.
7. Support the rolling gather of data via social media.
8. Ensure our social media platforms are regularly updated with health and social care news.
9. Grow our list of followers across all platforms.
10. Grow our engagement numbers across all platforms.

## Role Objectives

### Increased Quality Data:

**Healthwatch Solihull Objective:** We have a growing data set 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. Interview and capture the experiences of individuals using health and social care services, including identifying any gaps in the provision of services, and write case studies to capture this feedback.
- b. Provide signposting and information to ensure individuals get the help and support they need, across all access routes.
- c. Return all enquiries to the Information and Signposting Service in a timely manner, received via our website, email, social media, community engagement and telephone.
- d. Ensure our social media platforms are updated daily and share accurate and important messaging, as well as answering any queries via these platforms.
- e. Ensure accurate, quality recording of Information and Signposting activity on the CRM, including;
  - i. Detailed summaries of individual experiences against health and social care services in Solihull improving the quality of feedback recorded.
  - ii. Individual experiences through health and social care pathways.
  - iii. Record and monitor which services individuals have been signposted to.
  - iv. Capture all required monitoring information about the individual including diversity and demographic monitoring.
  - v. Record and track escalations as a result of your work.
- 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.

### 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. Signpost individuals to organisations that can support them based on the experiences you hear and their identified needs.
- b. Develop tools and support volunteers and staff to signpost effectively when on community engagement activity (including our community offer volunteers).
- c. Signpost individuals to relevant information via policy and trusted websites.
- d. Identify and escalate concerns of risk to individuals to safeguarding and other relevant agencies, following our escalation and safeguarding policies. This includes ensuring we follow Making Safeguarding Personal (MSP) and Risk Enablement Guidelines.
- e. Schedule posts for all social media platforms and analyse growth and engagement.
- f. Maintain up-to-date signposting information (or other effective tools) covering health, social care and VCSE organisations ensuring our website reflects any changes in our online Information Route.
- g. Follow-up with citizens who have used our service, to enquire if they have received the support they need from organisations, and if not to record this gap in service provision/poor quality service.
- h. Ensure we follow up all Information and Signposting contacts with a customer satisfaction survey and support other staff and volunteers to carry out this activity.
- i. Develop and maintain effective systems and tools to enable staff and volunteers to identify quickly and easily our preferred organisations to signpost to.

#### 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.

#### 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. Encourage feedback through social media channels.
- d. 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.

### Communications:

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

To help us achieve this you will:

- a. As directed by the Healthwatch Solihull Manager, draft key articles, news stories, case studies and impact stories for bulletins, press releases and other communications.
- b. Create and schedule regular posts for social media, encouraging feedback and analysing the growth of each platform.
- c. With the wider team, promote the Information and Signposting service, helping them to create innovative ways to reach into communities and increase referrals from community-based organisations.

### 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. Work with the Community Officer to identify and develop opportunities for volunteers to support the delivery of your work to increase the capacity and efficiency of the service.
- b. Supervise volunteers when they are supporting your activity, ensuring the quality of service is maintained.

- c. Support the Community Officer to train volunteers to have the skills to carry out basic information and signposting during community engagement activity, providing them with the tools needed to carry out and record this activity.

### 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 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

<b>Essential:</b>
1. Proven experience of hearing and recording callers' experiences of services.
2. Demonstrable experience of maintaining high-quality records and notes of work and conversations.
3. Ability to actively listen to individuals to truly understand their situation and obtain all relevant information to fulfil the requirements of the role.
4. Excellent communication skills to deal effectively, efficiently and appropriately with staff, managers, external organisations and the public.
5. Previous management of social media platforms. Twitter, Facebook and Instagram.
6. Previous experience of growing social media platforms. Followers, Reach and Engagement.
7. Good working knowledge of Microsoft Office (including Word, Excel and Outlook).
8. Creativity and enthusiasm with a positive and solutions-focused attitude.
9. Demonstrable commitment to equal opportunities and anti- discrimination; with an ability to incorporate it into practice.
10. Knowledge of health and social care services (including third sector)
<b>Desirable:</b>
1. Working within a culture of continuous improvement and proven experience of implementing and maintaining a range of quality assurance processes.
2. Experience of working with a wide range of communities with an understanding of the needs and challenges of different communities, ages and disabilities.
3. Understanding and experience of adult safeguarding.
4. Proven experience of data management including an awareness of data protection policy and procedure.
5. Strong attention to detail skills in the production of reports and paperwork relevant to Healthwatch Solihull procedures.
6. Excellent organisational skills and experience of working to deadlines whilst coping with competing priorities.
7. Demonstrable ability to work effectively within a team, to build and maintain effective working relationships.

Essential:
8. Ability to work on own initiative with minimum supervision in a fast-paced environment.
9. Understanding of/and commitment to Healthwatch Solihull.
10. Constructively engages in and responds positively to appropriate line management within the company.