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**TITLE:** Communications Officer (part-time)

Based at: Elm Farm Business Park, Wymondham,

Salary banding: £13,903 - £16,709 for 21 hours per week

Reporting to: Head of Comms and Marketing

**JOB DESCRIPTION**

Main Purpose of the Job

* To provide communications support to the Healthwatch Norfolk team to promote, protect and enhance the brand of Healthwatch Norfolk as a whole, and its individual services and policies.

* To provide creative input to ensure communications activity is appealing, appropriate, timely and accessible to all target audiences, internally and externally.

**Main accountabilities**

* Work with the Head of Communications and Marketing to deliver the organisations communications activity.
* Effectively promote the policies and services of Healthwatch Norfolk to all key groups, including customers, the media, stakeholders, and internal audiences such as Board Members and staff.
* Respond efficient and professionally to media inquiries about Healthwatch Norfolk’s work providing background information to media and preparing briefings for senior staff for interviews.
* Work with the Head of Communications and Marketing to implement bespoke multi-media communication and marketing plans where required which could be linked to national Healthwatch campaigns, promoting engagement, supporting project work, and reflecting trends and issues in health and social care locally, regionally, and nationally.
* Help deliver corporate communications projects across the organisation, which could include event management, drafting copy, developing promotional materials, social media campaigns, and project managing the execution of such initiatives.
* Help with the concept, design, and execution of Healthwatch Norfolk events including the Annual General Meeting, Healthwatch Norfolk Live, any additional stakeholder events, and assets/content for the engagement team to use.
* Help with the design, compilation and distribution of the fortnightly e-newsletter and quarterly print newsletter.
* Support the Head of Communications and Marketing in managing the evaluation of communication activities and collating data to report back internally to team members, managers, and the board.
* Work with all staff to support the development, promotion and monitoring of equalities standards and accessibility in all communications activity.
* Play an active role in the ongoing development of Healthwatch Norfolk and work with the team to promote and enhance its reputation and credibility.
* Undertake any other duties commensurate with the post.

**PERSON SPECIFICATION**

**Essential**

Qualifications

* Excellent literacy and numeracy skills
* Educated to degree level (or equivalent experience)

Knowledge & Experience

* Design and copy-writing knowledge for media, social media and digital
* Maintenance of social media accounts
* Ability to deal with media inquiries, obtain briefings from journalists, and arrange interviews or obtain statements from the Healthwatch Norfolk team.
* Understanding of community, voluntary and public sectors, and keeping up to date with policy developments in a changing environment
* Working with diverse communities including the ‘seldom heard’
* IT literate
* Current clean driving licence and access to own transport

**Desirable**

* Knowledge of video and audio editing software