

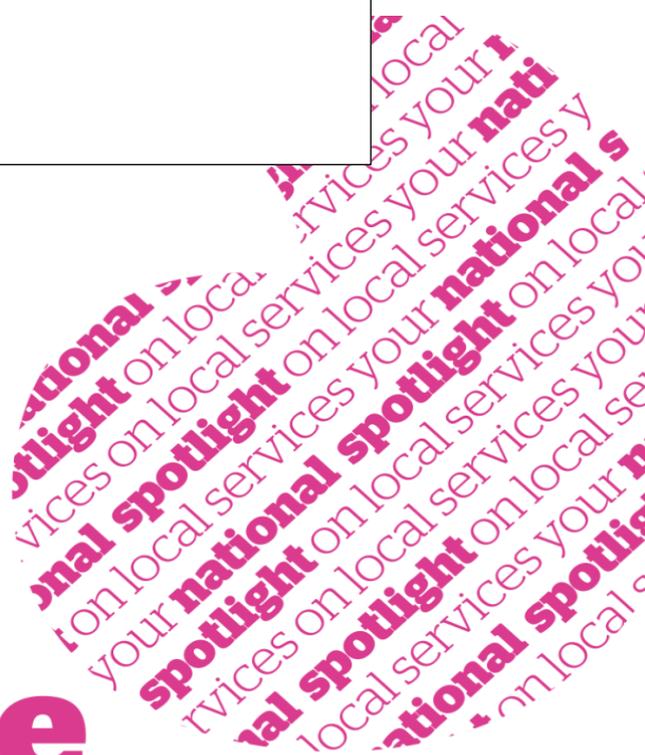
# Recruitment Pack: Community Engagement & Communications Officer

Contact: 01743 237884

Lynn Cawley  
Chief Officer  
Healthwatch Shropshire



your  
**voice**



## Recruitment Process

To apply for this role, please complete the application form with a supporting statement setting out how you meet the requirements of the role specification to [enquiries@healthwatchshropshire.co.uk](mailto:enquiries@healthwatchshropshire.co.uk) or by post (clearly marked Confidential - Healthwatch Shropshire) to:

Lynn Cawley  
Healthwatch Shropshire  
4 The Creative Quarter  
Shrewsbury Business Park  
Shrewsbury  
SY2 6LG

If you would like an informal conversation about this post please call 01743 237884 and we will do our best to accommodate this.

Please note that the closing date for applications is noon Friday 16<sup>th</sup> July 2021

No late applications will be accepted.

Interviews will take place on Monday 26<sup>th</sup> July 2021.

16<sup>th</sup> June 2021

Dear Candidate

Thank you for expressing your interest in joining Healthwatch Shropshire as one of our Community Engagement & Communications Officers. I hope that the information in this pack will give you a feel for the organisation, what we do and how we make a difference. You should find all the information you need here.

Set up under the Health and Social Care Act 2012 the local Healthwatch network works to give our population a greater say in how the NHS and social care are run. Healthwatch Shropshire's purpose is to be the recognised independent voice of the people of Shropshire in seeking to improve their experience of Health and Social Care services.

We are looking for an experienced, dynamic person with plenty of drive and energy, to join our team and share our passion for making Healthwatch Shropshire the independent voice of the people of Shropshire in seeking to improve their experience of Health and Social Care services.

You may not have a background in health or social care, but you will certainly be able to demonstrate that you have the public engagement and communications skills and experience to deliver exceptional results through effective networking and great teamwork.

If you want to help Healthwatch Shropshire to be the effective "voice of the people" in Shropshire and to play its part in shaping the future of health and social care services within the county, then we want to hear from you.

Lynn Cawley  
Chief Officer  
Healthwatch Shropshire

## Guidelines on completing your application

These notes have been provided to help you with your application and it is very important that you read them before you complete the form.

In order to be able to make a fair comparison between candidates please note:

- All applicants are must use the form provided. Please do not submit a CV. If you do so it will not be considered during the shortlisting process
- Applications received after the closing date, for whatever reason, will not be considered. It is therefore in your interests to submit your form in plenty of time. Please note that our premises have no access to a letter box outside of normal office hours, and therefore deliveries by hand must be on a week day between 9.00 am and 5.00 pm Monday to Thursday

In order to ensure that applicants for employment are assessed fairly against the needs of the post concerned, a scoring system will be used in order to select those applicants who will be invited for interview. Marks will be given according to how well your application meets our requirements and the candidates with the highest total scores are invited for interview. Shortlisting is undertaken by at least two people working independently, who consider only the information contained in each application form to decide which candidates to interview.

It is, therefore, particularly important that you fill out the application form carefully, as it may make the difference between being offered an interview or not. The following points are designed to help you in completing a good application form.

1. Job Description and Person Specification: You will find a Job Description and a Person Specification enclosed in your pack. The Job Description outlines the tasks you will be expected to deliver if you are successful; the Person Specification describes the personal qualities we are looking for to fill the post. Your application should, therefore, be based primarily on the Person Specification, using the job description to give examples where you used your skills and experience to undertake similar tasks in previous jobs.
2. Consider yourself against those requirements: You will need to show on the form evidence that you have those requirements. Think about each previous job you may have had and what it is about that job which is relevant to the job you are applying for. Include voluntary and part time work, as this may help uncover skills which you may have taken for granted but which could be relevant to the job applied for.
3. Education/Training/Qualifications: Please detail the information which is relevant to your application. It is not necessary to list every day long training course you have attended. Please note that if you are shortlisted, you will be asked to supply evidence of your qualifications (such as original certificates) on the day of your interview.
4. Do a rough draft of the application: This will help you to organise the information and avoid mistakes.

5. Declaration: - if you submit your application by email and are shortlisted, you will be asked to sign your application form on the day of interview
6. Data Protection: Personal data obtained from applicants during the recruitment process will be held securely and will be used solely for the purposes of selection for the post advertised. Other than for the successful applicant, no personal data from the application form will be retained beyond six months from the date of interview, when it will be confidentially shredded or deleted if electronic.

### What happens next?

Short-listing will take place soon after the closing date, and as soon as possible after this, you will be informed as to whether or not you have been invited to interview. If you would need any special arrangements in order to attend for interview, please either include this on the form or attach a separate sheet if necessary.

All appointments are made subject to satisfactory references being received, an occupational health check and satisfactory completion of a probationary period.

## Job description

<b>Job Title:</b>	Community Engagement & Communications Officer
<b>Hours per week:</b>	22.5 hours
<b>Salary:</b>	£14,035 pa (based on a full-time equivalent salary £23,080 pa)
<b>Responsible to:</b>	Chief Officer
<b>Responsible for:</b>	HWS Volunteers

**Key working Relationships:** Healthwatch Shropshire staff team, volunteers and Board Members; local commissioners; local health and social care providers, voluntary and community groups

### Job Purpose:

To implement Healthwatch Shropshire's Community Engagement & Communications Strategy as part of a team.

To support Healthwatch Shropshire's engagement with all Shropshire communities and groups in order to gather people's experiences of health and social care and their opinions about service provision

To represent Healthwatch Shropshire at stakeholder meetings and deliver presentations.

To help the residents of Shropshire increase their involvement and inclusion in public policy development and implementation of health & social care services and to inform people and organisations about these activities and the difference they make.

### Key Activities:

- Identify and network with organisations, user-led groups, community forums, locality networks and individuals within Shropshire to ensure they are aware of and engaged with Healthwatch Shropshire.
- Promote, present and give talks regarding the work of Healthwatch Shropshire, including IHCAS, at events and network opportunities to make the Healthwatch Shropshire brand and organisation familiar to all people in Shropshire
- Organise and facilitate events across the county on behalf of Healthwatch Shropshire and other partners, including consultations, roadshows, ensuring that design and delivery of events is appropriate for the intended audience
- Gather Shropshire residents' experiences of health and social care services using a variety of methods such as surveys, focus groups and record on Healthwatch Shropshire's database

- Removing barriers to enable the most vulnerable and seldom-heard to participate and feel their 'voice' is heard through active listening and recording of people's comments
- Manage social media to promote engagement activity of Healthwatch Shropshire and to encourage involvement with the public
- Support Healthwatch Shropshire to effectively influence on issues identified as priorities, ensuring regular reporting to the Board
- Produce reports for the Board, members, commissioners and the public
- Communicating information and activities through Healthwatch Shropshire's website; linking in to other groups and networks.
- Manage Healthwatch Shropshire's newsletters including writing articles and co-ordinating articles written by other colleagues.
- Manage e-bulletins and press releases in line with Healthwatch communications strategy
- With the support of colleagues, design and undertake Healthwatch projects and engagement activities to support the work of HWS

**General duties:**

- Support the work of colleagues within the team and the wider organisation
- Facilitate joint work with other HWS projects and teams as opportunities arise
- Keep up to date with relevant legislation and be familiar with local and national policies
- Participate in and contribute to the production of work and service plans
- Attend and contribute to team meetings and training events as required
- Attend and contribute to supervision, performance review and appraisal sessions.

**Notes:**

Healthwatch Shropshire reserves the right to alter the content of this job description, after consultation, to reflect changes to the job, without altering the general character or level of responsibility.

## Person Specification

Attributes	Essential	Desirable
<b>Education and training</b>	<ul style="list-style-type: none"> <li>• Good standard of education supported by qualifications - preferably to QCF level 4/degree or equivalent</li> <li>• Excellent computer literacy with good working knowledge of Word and Excel software, use of email, internet and digital media</li> <li>• Full driving licence and access to car insured for business purposes are essential as this role requires extensive travel within Shropshire and beyond if necessary</li> </ul>	<ul style="list-style-type: none"> <li>• Community work qualification</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Understanding of community development and of issues affecting rural communities</li> <li>• Knowledge of local health and social care structures and how they operate in Shropshire or similar area</li> <li>• Experience of running social media campaigns</li> <li>• Work with voluntary and community groups in a range of settings</li> <li>• Undertaking community surveys, gathering and reporting public feedback and being active through community consultation, focus groups; ensuring that Shropshire people are heard</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of setting up and facilitating forums or networks</li> <li>• Experience of working with local media channels including press and radio</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Ability to work with a wide range of people</li> <li>• Group work/facilitation skills</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring and record-keeping</li> </ul>

<b>Additional qualities</b>	<ul style="list-style-type: none"><li>• A belief in, understanding of and enthusiasm for engagement in democracy and decision-making by local communities</li><li>• Positive and creative approach to working with local groups</li><li>• Diplomacy</li><li>• Ability to work alone or as part of a team</li></ul>	
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## Main conditions of service

<b>Starting salary</b>	£14,035 pa (based on a full-time equivalent salary of £23,080 pa)
<b>Term of employment:</b>	Permanent Contract. HWS current contract has been confirmed until the end of March 2022 with a possible extension of 1 year.
<b>Probationary period</b>	This post carries a probationary period of 3 months. Confirmation of employment will be subject to satisfactory performance during this period.
<b>Hours:</b>	22.5 hours per week (excluding lunch breaks)  This role requires some early evening or weekends to ensure that engagement activities are undertaken with the public. This post will require the ability to be available for 'out of hours' working within the contracted hours. No enhanced payment will be made for working such times. TOIL will be allowed for additional hours worked. No overtime will be payable
<b>Holiday:</b>	The holiday year runs from April to March. Holiday entitlement for staff joining the organisation during the year will be calculated on a pro-rata basis per complete month worked.
<b>Pension:</b>	This post is pensionable. The post holder will be entitled to an employer's pension contribution of up to 5% of salary into the scheme, providing this is matched by at least the equivalent % of salary contribution by the employee.
<b>Place of work:</b>	Shrewsbury based in high quality office facilities on an accessible business park. This post will travel frequently throughout the County
<b>Termination of Employment:</b>	One week's notice in writing on either side during the Probationary Period. Upon confirmation of appointment
<b>Use of car for business purposes</b>	During the course of your work you will be required to travel away from your office base. When using your own car for such travel, you will be reimbursed as a casual car user at the current rate of forty five pence per mile. You are required to ensure that your car insurance covers you to use your vehicle for business purposes.

## Healthwatch Shropshire - FAQ's

### Q. What is Local Healthwatch?

A. Local Healthwatch is a government initiative to help people to have their say about health and social care services; it is the local consumer champion for users of these services.

### Q. How is Healthwatch Shropshire set up?

A. The Health and Social Care Act 2012 has given Local Authorities a statutory duty to commission an effective and efficient local Healthwatch in their area. Healthwatch Shropshire is an independent Charitable Company with its own Board and staff. The contract for delivery is held by Healthwatch Shropshire with Shropshire Council.

### Q. How is Healthwatch Shropshire funded?

A. Funding is available for Healthwatch Shropshire from the Department of Health, who provide the money to Shropshire Council as a grant. The amount available to Healthwatch Shropshire is based on the number and demographics of the people living in Shropshire.

### Q. What does Healthwatch Shropshire do?

- A. Healthwatch Shropshire is the local Healthwatch organisation and it:
- provides information and signposting to the public about accessing health and social care services and choice in relation to aspects of those services
  - makes the views and experiences of people known to Healthwatch England helping it to carry out its role as national champion;
  - makes recommendations to Healthwatch England to advise the Care Quality Commission to carry out special reviews or investigations into areas of concern (or, if the circumstances justify it, go direct to the CQC with their recommendations, for example if urgent action is required by the CQC);
  - promotes and supports the involvement of people in the monitoring, commissioning and provision of local care services;
  - obtains the views of people about their needs for and experience of local care service and make those views known to those involved in the commissioning, provision and scrutiny of care services;
  - makes reports and make recommendations about how those services could or should be improved; and
  - signposts people to the NHS Independent Complaints Advocacy Service. (The service is currently provided by Healthwatch Shropshire).

### Q. What is Enter & View?

A. Healthwatch Shropshire gathers information on people's experiences of health and social care and when it is appropriate for Healthwatch Shropshire to see and hear for itself how services are provided it has the power to visit a service. These visits are called Enter & View. Specially trained Authorised Representatives visit a service, make observations, collect people's opinions and produce a report that is published.

Enter & View is an opportunity for positive change and findings are shared with the provider of the service and also key other organisations.

**Q. What is Healthwatch England?**

A. Healthwatch England represents Local Healthwatch at a national level. It is a committee of the Care Quality Commission (CQC). It is responsible for setting standards and providing support and leadership to Local Healthwatch organisations. Local voices have an influence at a national level through Healthwatch England.

**Q. What is the Health and Wellbeing Board?**

A. Each Local Authority has a Health and Wellbeing Board covering health, public health and adult social care. The Board includes a Healthwatch Shropshire representative to ensure that feedback from patients and service users can influence and shape health and social care services.

**Q. What is Independent Health Complaints Advocacy Services (IHCAS) and what is the relationship with Healthwatch?**

A. It is the responsibility of Local Authorities to decide how best to commission a local NHS Complaints Advocacy Service. Local Authorities decide whether this is provided directly by Local Healthwatch or by another organisation. In Shropshire this service is provided by Healthwatch Shropshire.

**Q. What is the Care Quality Commission (CQC)?**

A. the CQC is the regulator for health and social care providers in England. It makes sure that hospitals, care homes, dental and general practices and other care services in England provide people with safe, effective and high-quality care. The CQC works closely with Local Healthwatch and Healthwatch England to make sure that information is shared effectively.