



**Sefton CVS**  
Supporting Local Communities

## JOB DESCRIPTION

<b>Job Title:</b>	Healthwatch Sefton - Digital Communications Officer
<b>Salary:</b>	£27,090 pro rata 17.5- hours per week (£13,545.11 actual salary)
<b>Term:</b>	Fixed term until September 2027 (in the first instance)
<b>Location:</b>	Hybrid: Burlington House, Waterloo, Sefton/ Working from home.
<b>Responsible to:</b>	Manager, Healthwatch Sefton
<b>Benefits:</b>	26 days annual leave (plus bank holidays), rising to 29 days after 5 years' service. Company pension scheme with contributions of 6%. 24/7 Employee Well-being Assistance Programme. Life Assurance of 2 x annual salary. Income protection scheme (illness). Flexible working.

### Job Purpose:

To develop and deliver appropriate, comprehensive and accessible communication and marketing support for Healthwatch Sefton. Raise community awareness of Healthwatch Sefton branding, role and work projects.

### Main Duties and Responsibilities:

1. Responsible for the organisations digital plan in line with their wider communications and engagement objectives (including a refresh of the wider Healthwatch Sefton Communications strategy).
2. Responsible for systems and processes to ensure the delivery of high-quality digital communications/campaigns that are timely, responsive and integrated with other team activities.
3. Day to day content production and management of Healthwatch Sefton's digital platforms and tools including websites, social media, and e-bulletins.
4. Lead on the development of the quarterly newsletter to the Healthwatch Sefton membership.
5. Creating innovative and engaging graphic, audio and video elements to support work plans and campaigns.

Sefton Council for Voluntary Service (CVS)  
Registered Charity No. 1024546. Company Limited by Guarantee No. 2832920.  
Suite 3B, 3rd Floor, North Wing, Burlington House, Crosby Road North, Waterloo, L22 0LG  
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6. Carrying out ongoing monitoring, evaluation and review of the effectiveness of digital communications using recognised analytics tools.
7. Supporting team members and others in the effective use of digital media.
8. Support the Healthwatch Sefton Manager and Chair to respond to reactive media enquiries in a timely and effective manner.
9. Help to research and disseminate appropriate information to the membership of Healthwatch Sefton and support in drafting press releases when required.

## **General**

You will be required to participate in staff development and use all relevant learning opportunities to improve personal skills.

You will be required to confirm your eligibility to work in the UK in order to comply with employment legislation.

Where the job involves engaging in regulated activity, the successful candidate will be required to undergo a Disclosure and Barring Service (CRB) enhanced check before appointment is confirmed.

## **Confidentiality**

You must maintain the confidentiality of all information and records relating to the work of Sefton CVS, in accordance with the organisation's procedures and policies.

## **Hours of Work**

You must be prepared to work flexible hours, in line with the requirements of the post. This may involve some evening and occasional weekend work, for which time off in lieu will be granted, subject to Sefton CVS's policies and procedures and prior agreement with the line-manager. You will be expected to adopt a mature and common-sense approach to this arrangement.

## **Equality, Diversity and Inclusion**

Sefton CVS operates an equal opportunities policy and is committed to a programme of action to make this policy effective.

We actively encourage and welcome applications from everyone, including people who are underrepresented in our organisation. The more diverse our workforce, the better we represent and can deliver for our communities.



### **Navajo Charter Mark (LGBTIQA+)**

Sefton CVS is committed to being an LGBTIQA+ friendly employer and provider of services.

In recognition of this, we were awarded the Navajo Charter Mark for the steps we have undertaken to improve, and ensure the continued improvement of, our employment practices, service design, service delivery and access for LGBTIQA+ people within our communities.



Sefton CVS actively encourage and welcome people from LGBTIQA+ communities to apply for our job vacancies.

### **Disability Confident Employer**

Sefton CVS have been awarded the Disability Confident Employer accreditation (previously Disability Two Ticks) in recognition of our commitment to the recruitment, employment, retention and career development of disabled people.



**What we mean by disability:** The Equality Act 2010 defines a disabled person as someone who has a physical or mental impairment that has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities.

**Guaranteed Interview:** The Disability Confident Employer accreditation includes a guaranteed interview for any disabled applicant who meets the common and specific requirements for a job.

**How to apply:** If you feel you are eligible for a guaranteed interview under the Disability Confident scheme, please complete and return the form found at the end of the Job Application document.

### **Additional Information**

Unfortunately, owing to the number of applications received, it is not possible to offer individual feedback to candidates who have not been shortlisted.

If you have not been contacted within 2 weeks of the closing date, please assume that you have not been shortlisted on this occasion and please accept our thanks for your interest.



## PERSON SPECIFICATION

### **Essential Requirements**

- Knowledge and understanding of the health and social care system.
- Ability to research, interpret and present information clearly and concisely.
- Extensive use of Word press platforms including content redesign
- Use of web editing software
- Extensive use of social media to promote/engage local residents.

### **Desirable requirements to this post**

- Use of Customer Relationship Management systems.

### **Common Requirements that are essential for all Sefton CVS posts**

#### **Personal Skills**

- High levels of emotional intelligence.
- Ability to use own initiative.
- Self-motivated and resilient.

#### **Communication Skills**

- To effectively communicate with different groups and individuals in various situations.

#### **Interpersonal Skills**

- To be able to form good working relationships with people from a wide range of social, cultural and ethnic backgrounds to enable you to achieve your goals and also to promote the reputation of Sefton CVS.

#### **Organisational Skills**

- To be able to plan and organise your own workload and manage your time.
- To be able to set up and maintain appropriate systems for the management and accurate recording of your work and the progress of others.

#### **Team Working**

- To be able to contribute to the Sefton CVS team and its overall effectiveness.
- To share skills, expertise and ideas with other CVS projects.

### **Information & Communication Technology**

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- Fully IT literate; to be able to use Microsoft Office software such as Outlook, Zoom, Word and Excel independently and effectively.

### **Equal Opportunities**

- To be committed to and understand equality, inclusion and diversity practice and implementation in the workplace.