

Information for applicants

Job title: Communications Team Leader

Reporting to: Healthwatch Lancashire Senior Manager

Contract: Full-time, Permanent

Hours: 37.5 hours per week

Salary: £24,982

Location: Leyland, Lancashire

Additional Benefits:

- Additional Benefits for Permanent Contract:
- A pension contribution of 6%
- Annual Holiday entitlement of 28 days FTE (4 weeks plus 8 bank holidays)
- Additional 6 days (FTE) at Christmas – specific dates confirmed each year dependent on when the Christmas period falls and business needs
- Length of service increments (holidays)

Role Profile

Who we are

Healthwatch Lancashire is an independent organisation set up to champion the views of people accessing health and social care services in Lancashire, with the goal of making services better and improving health and well-being.

We work closely with health and social care services, service users, residents and families, members of the public, and employees working in these environments, with a key focus on engaging with hard to reach and seldom heard groups.

Healthwatch Lancashire is managed by People First, an independent customer-led charitable organisation that has worked in Cumbria for almost 30 years. They provide a wide range of support and information services across Cumbria, Lancashire, and Teesside, all aimed at helping people to live informed, respected, healthy and fulfilled lives. People First also manage Healthwatch Cumbria. Head office is based in Carlisle, supported by offices in Barrow and Leyland.

Purpose of the job:

This is an exciting opportunity for an enthusiastic and driven Communications Team Leader to join our growing and ambitious organisation. In a fast-paced environment you will help us portray Healthwatch Lancashire in a vibrant and engaging way whilst increasing our voice and our reach.

With energy and drive, you will co-ordinate our Healthwatch Lancashire team to deliver excellent, impactful and targeted campaigns and content to showcase its work.

Working with the Senior Manager for Healthwatch Lancashire and the Marketing and Communications Manager for People First, you will create targeted Healthwatch marketing plans based on our strategic objectives and external Key Performance Indicators.

As a line-manager, you will co-ordinate members of the Healthwatch Lancashire team as they deliver our plans to connect with our varied audiences, strengthen our brand position and share our stories far and wide.

You will oversee and contribute to the production of diverse digital and physical marketing materials, all geared towards increasing our reach and impact. This will include producing engaging social media campaigns, targeted e-marketing, printed marketing materials and accessible website content to promote our Healthwatch work.

You will be a creative and enthusiastic team player who knows how to make the most out of your own skills and the abilities of your team. You will be driven to achieve great results; a forward thinker and flexible in approach, who enjoys a varied and challenging role.

Duties will include

Marketing Output and PR

- Write engaging stories for digital and physical channels including, social media, e-news campaigns, printed brochures, leaflets and annual reports
- Write friendly web content for the Healthwatch Lancashire website
- Produce and distribute media releases
- Devise, develop and maintain a marketing calendar of activity for Lancashire
- Plan, execute, manage, monitor, and evaluate marketing campaigns
- Devise high impact social media schedules
- Schedule social media content and campaigns utilising digital insight, demographic targeting and ad spend
- Create marketing materials and produce content for digital and offline channels
- Act as brand champion to ensure quality and consistent brand messaging and style

Working with the engagement team

- Build excellent working relationships with the Healthwatch Lancashire team
- Act as an ambassador for Healthwatch Lancashire promoting its successes to communities and stakeholders
- Build relationships with local communications colleagues attending any relevant meetings or network groups
- Support Engagement Officers to become brand ambassadors for Healthwatch Lancashire, training for use of social media and ensuring quality
- Be an integral part of the engagement teams project planning, ensuring sound communication runs right the way through the life of projects

Other Duties

The duties outlined above are not intended to be exhaustive and may change as the needs of the organisation alter in line with current agendas. Due to the developing nature of our organisation, we require staff to remain highly flexible in their approach, and work to meet the changing needs of the projects.

The Person

You will be a confident and organised communications leader, who can motivate and support their team to provide consistent and effective delivery of contractual obligations within agreed timescales.

Qualifications

- Good all-round education (marketing qualifications would be advantageous)
- 2 years' experience working in a marketing/communications role

Skills, Knowledge and Experience

- At least two years' experience of working within communications/marketing
- Ability to lead, line-manage and work as part of a team
- Excellent online and offline copywriting skills
- Demonstratable experience of digital and social media marketing
- Experience of managing web content using CMS e.g., WordPress
- Experience of writing content for social media platforms
- Enthusiasm, energy and a proactive "*can-do*" attitude
- Excellent IT skills, including proficiency in Microsoft Office suite, particularly Word, Excel and Outlook
- Ability to prioritise effectively to meet deadlines and ability to organise and prioritise own workload
- Excellent attention to detail
- Excellent communication skills and ability to work well with others
- Commitment to equality and diversity with capacity to work with a diverse range of people
- Knowledge of GDPR regulations

Driving

- A current driving licence and access to own transport is required for this role.
- This post requires you to have the appropriate 'business use' insurance in place as occasional business use of your car is required to carry out tasks.

There may be occasional work outside of office hours

For an informal chat to discuss the role please contact Kerry Prescott on 07794100048.

To Apply

To apply for this position, please email a copy of your CV including details of two references, to recruitment@wearepeoplefirst.co.uk

All applications should be clearly marked:

Confidential – HWL Communications Team Leader

To arrive no later than 9.00am, Thursday 18th August 2022