

## **JOB DESCRIPTION**

**Role:** Marketing & Communications Co-Ordinator

**Responsible to:** Contracts & Performance Manager

**Hours:** 30 hours per week

**Location:** Hybrid-negotiable: Working from home/Truro Office

**Salary:** £27,411-£29,591 FTE for 35 hours (Grade 2 higher), pro rata

**Contract:** Fixed Term to 31 May 2029 (subject to external contract)

### **Background:**

Healthwatch Cornwall (HC) holds one of 152 local core Healthwatch contracts in England which were formed in response to the Health and Social Care Act 2012. Healthwatch England provides representation at national level and Healthwatch Cornwall is funded by the Department of Health via Cornwall Council.

Our vision is to inspire positive change in Cornwall's health and social care through effective public engagement and research, and we exist to ensure people and communities have a strong voice to influence and challenge how health and social care services are provided within their area.

Healthwatch Cornwall is a Community Interest Company (CIC), and we act as a 'critical friend' to the commissioners and providers of health and social care services to enable progressive and beneficial decisions to be made. We also deliver contracts in associated public research and engagement areas with specific groups, currently ranging from maternity services, partnership boards and mental health.

**Job Purpose:**

The Communications and Marketing Coordinator is responsible for driving external communication strategies, managing digital platforms, and expanding Healthwatch Cornwall's network. This role aims to enhance stakeholder engagement, increase public awareness, and support the organisation's mission of improving health and social care services in Cornwall. By fostering strong relationships, producing impactful content, and ensuring effective internal communication, the Co-ordinator plays a pivotal role in achieving Healthwatch Cornwall's objectives and promoting its initiatives effectively.

**Key Responsibilities:****External Communications**

- Develop and execute a comprehensive communications plan.
- Cultivate relationships with journalists, stakeholders, and partner agencies.
- Produce monthly e-bulletins and quarterly newsletters.
- Respond to media inquiries and generate relevant case studies.
- Identify and secure external media coverage opportunities.
- Create clear and accessible press releases, articles, and statements.
- Lead the creation of innovative content for online and offline channels.
- Develop impact reports demonstrating feedback-driven outcomes.

**Digital Communications and Social Media:**

- Develop and implement Healthwatch Cornwall's social media strategy.
- Manage social media platforms and maintain content quality.
- Monitor web analytics and develop strategies for increased site traffic.
- Ensure the website is updated with accurate information.

**Network Development:**

- Publish regular newsletters and emails for stakeholders.
- Maintain and update the Healthwatch Cornwall website.
- Represent Healthwatch Cornwall on stakeholder boards as required.
- Manage a contact database for interested individuals.
- Achieve annual contact growth targets.

**Internal Support:**

- Produce promotional materials for research, event, and engagement

activities.

- Support national communications efforts as part of the Healthwatch network.
- Ensure communications adhere to Healthwatch England standards.
- Provide staff with branding guideline training.
- Edit and design published reports.
- Facilitate effective internal communications processes.
- Collaborate with team members and attend meetings and events as needed.
- Support colleagues and volunteers in various communication tasks.

### **Key Competencies:**

- Actively participate in team meetings and contribute to creating a supportive environment.
- Support the achievement of Healthwatch Cornwall's objectives to a high standard.
- Prioritise health and safety in accordance with organisational policies.
- Contribute to individual and team targets outlined in the Annual Report.
- Engage in regular performance evaluations and feedback sessions.
- Represent Healthwatch Cornwall professionally in all interactions.
- Always maintain professional boundaries.

### **Safeguarding:**

- Drive external communication strategies and marketing initiatives while ensuring the safeguarding of vulnerable individuals.
- Stay abreast of safeguarding policies and procedures, actively participating in relevant training sessions to enhance awareness and understanding.
- Integrate inclusive communication practices into marketing materials and interactions to prioritise the safety and well-being of vulnerable individuals, while also maintaining strict confidentiality regarding sensitive information.
- Develop risk mitigation strategies within marketing plans, maintaining accurate records of safeguarding actions, and adhering to reporting protocols.

**Note:** *This job description outlines your main tasks and responsibilities, but you may be required to undertake further duties when necessary.*

## PERSON SPECIFICATION – Marketing & Communications Co-Ordinator

	Essential	Desirable
<b>Qualifications:</b>	Educated to degree level or equivalent	Additional certifications or training in marketing strategies, digital marketing, or communications are advantageous.
<b>Experience / Knowledge:</b>	2+ years of experience working in a similar role	Proven experience in developing and executing communication and marketing strategies, preferably within the healthcare or nonprofit sector.
	A solid understanding of marketing principles and practices, including branding, market research, and audience segmentation.	
	Experience of creating engaging posts and campaigns across a variety of social media platforms	
	Experience of using media management tools and reporting	
	Experience in producing engaging content for diverse audiences, including newsletters, press releases, and promotional materials.	
	Experience of writing newsletters and using tools such as Mailchimp	
	Experience in managing digital marketing campaigns across various platforms, including social media, email marketing, and website management.	Knowledge of current trends and best practices in digital marketing, including SEO, SEM, and content marketing.

<b>Skills:</b>	Excellent written and verbal communication skills, with the ability to convey complex information in a clear and concise manner.	
	Strong interpersonal skills, with the ability to build and maintain relationships with stakeholders, journalists, and partner agencies.	
	Creative thinking and problem-solving skills, with the ability to develop innovative marketing campaigns and strategies.	
	Attention to detail and the ability to manage multiple projects simultaneously while meeting deadlines.	
	Proficiency in digital marketing tools and platforms, such as social media management tools, email marketing software, and web analytics.	
<b>Personal Attributes:</b>	Embraces a growth mindset and contributes to fostering a positive growth culture within the team and organisation.	
	Proactive and self-motivated, with a passion for making a positive impact in healthcare and community settings.	
	Adaptability and resilience, with the ability to thrive in a changing environment.	
	Ethical and responsible conduct, with a commitment to upholding confidentiality and safeguarding principles in all communications and marketing activities.	
	Commitment to continuous learning and professional development, with a willingness to stay updated on industry trends and best practices.	