

JOB DESCRIPTION

Role: Marketing & Communications Co-Ordinator

Responsible to: CEO

Hours: 28 hours per week

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

Salary: £25,772 –£30,881 FTE for 35 hours (Grade 2 higher), subject to pro rata

Contract: Fixed Term to 31 May 2029 (subject to Government Legislation and external funding)

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 Marketing & Communications Co-Ordinator plays a leading role in promoting Healthwatch Cornwall's work across the county, ensuring our research, engagement activity, and reports reach the public, stakeholders, and, critically, the media.

This role is responsible for proactive press and media engagement, delivering high-quality communications, and ensuring the feedback loop is closed by clearly demonstrating impact and outcomes from our work. By producing accessible content and amplifying the voices of Cornwall residents, the role strengthens Healthwatch Cornwall's visibility, credibility, and influence.

Key Responsibilities:**External Communications**

- Ensure all external communications directly support the Healthwatch Cornwall contract by collecting, representing, and amplifying the voices and experiences of Cornwall residents.
- Promote our research, engagement activities, issue reports, Enter & View findings, and public feedback so that residents' voices influence system decision-making.
- Build and maintain strong working relationships with local media, journalists, and press offices to widen the reach of resident stories and Healthwatch evidence.
- Proactively secure media opportunities that highlight the issues local people raise and the impact Healthwatch Cornwall achieves.
- Produce accessible, accurate, and compelling press releases, stories, media statements, and case studies rooted in resident experience.
- Communicate demonstrable impact — showing how public feedback has shaped decisions, services, or outcomes.
- Produce monthly e-bulletins and quarterly newsletters that clearly communicate what residents told us and what changed as a result.
- Respond to media enquiries professionally, ensuring our independence and resident-voice mandate remain central.
- Ensure all external communications align with Healthwatch England brand standards and support our statutory purpose.

Digital Communications and Social Media:

- Develop and implement Healthwatch Cornwall's social media strategy.
- Create engaging posts that promote surveys, engagement activities, reports, and impact.
- Schedule and manage content across social channels, ensuring consistent visibility.
- Use Mailchimp and other digital tools to distribute surveys, newsletters, and engagement campaigns.
- Monitor analytics to improve reach, engagement, and response rates on surveys and campaigns.
- Ensure the website is regularly updated with surveys, reports, events, and opportunities to get involved.

Network Development:

- Support communication across HC's networks by maintaining subscriber lists and publishing regular updates.
- Manage the contact database and contribute to audience growth through digital channels.
- Represent HC at media-related meetings or events where appropriate (not stakeholder boards unless specifically required).

Internal Support:

- Support the Research and Engagement Teams by promoting surveys across email lists, website, and social media.
- Use Mailchimp to design, format, and distribute survey campaigns, ensuring they meet accessibility standards.
- Advise staff on how to widen reach and improve response rates through coordinated digital promotion.
- Produce promotional materials for research, engagement, and events that encourage public participation.
- Assist with report design, formatting, and the publication process.

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
Qualifications:	Educated to degree level or equivalent	Additional certifications or training in marketing strategies, digital marketing, or communications are advantageous.
Experience / Knowledge:	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.

Skills:	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.	
Personal Attributes:	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.	