

## LONDON BOROUGH OF REDBRIDGE

### ROLE DESCRIPTION AND PERSON SPECIFICATION

<b>Role Title:</b>	Communications & Engagement Officer		
<b>Directorate:</b>	People	<b>Grade:</b>	LBR 11
<b>Department:</b>	Public Health	<b>Hours/weeks:</b>	36 hours/52.14 weeks
<b>Function:</b>	Public Health Delivery Team	<b>Post number:</b>	TBC
<b>Team:</b>	Public Health	<b>Base/location:</b>	Lynton House
<b>Reports to:</b>	Head of Public Health and Wellbeing		
<b>Responsible for:</b>	No direct line management but may be responsible for the supervision of graduates, volunteers, trainees and work placement staff on occasion		
<b>Financial Dimensions</b>	No budgetary responsibility		

#### Role and Context

#### Overall Role Purpose:

As a Communications & Engagement Officer you will support the Public Health and the Redbridge Place Based Partnership (RPbP), delivering communications and campaign materials to support key health priorities and initiatives. This will include:

- Lead on all Public Health Campaigns
- Support the NEL NHS 'Start Well', 'Live Well' and 'Age Well' programmes ensuring integrated comms across the partnership
- Delivering innovative comms and engagement for health campaigns e.g. vaccinations, primary care access
- Creating and designing accessible content for communication campaigns (e.g. easy read, BSL, digitally excluded residents)
- Leading on the design and development of the Redbridge Place based Partnership Microsite and newsletter
- Supporting engagement events including the Healthy Redbridge Bus deployments
- Developing the engagement network across partner organisations and the voluntary and community sector, including increasing and utilising access to partner channels
- Facilitating targeted engagement with underserved communities across Redbridge
- Campaign evaluation and monitoring including development of outcome frameworks
- Updating the LBR intranet and corporate website
- Developing the Community Health Champions (CHC) network and sharing information via the CHC whatsapp channel
- RPbP engagement priority support
- Creating digital campaigns and content, utilising targeted digital services and social media platforms
- Attending engagement and learning events e.g. London Community Engagement Network

	<ul style="list-style-type: none"> <li>• Researching and applying for discretionary funding schemes to help build community capacity to deliver projects in support of public health programmes, services, communications and campaigns</li> </ul> <p>You will play a critical role in supporting the Public Health Delivery Team, NHS primary care and wider partnership. You will represent the Delivery Team at meetings where required. A key component of the role will be forging and developing relationships across the borough, including engagement and communications teams from partner organisations, to strengthen the health and wellbeing network, highlighting and addressing health inequalities in all appropriate forums.</p> <p>You will be providing innovative and accessible communication solutions, across all appropriate channels to support both the delivery of important health messages into the community, as well as ensuring the resident voice is heard and their feedback implemented into future service planning.</p>
<b>Role Context:</b>	<p>The Public Health Delivery Team will support the work of the RPbP and Integrated Care Systems (ICS), working at a more local level to ensure the better integration of care and the improvement of health for the communities that we serve in Redbridge. The Partnership consists of the following organisations:</p> <ul style="list-style-type: none"> <li>• London Borough of Redbridge</li> <li>• Patient Participation Groups (PPG)</li> <li>• Redbridge Community Volunteer Service</li> <li>• GP Federation (Healthbridge)</li> <li>• The Primary Care Networks (PCNs) in Redbridge</li> <li>• North East London NHS Foundation Trust (NELFT)</li> <li>• North East London NHS Integrated Care Board (formerly the CCG)</li> <li>• Barking Havering &amp; Redbridge University Hospitals NHS Trust (BHRUT)</li> <li>• Barts Health NHS Trust</li> </ul> <p>You will work closely with the wider Public Health team to support the continued communications for the COVID-19 and winter flu vaccination programmes as well as activities relating to the cost of living crisis and other public health priorities.</p>

<b>Key Accountabilities and Result Areas</b>	
<b>1. Strategy and Planning</b>	<p>Create, design, promote and implement bespoke comms strategies, projects and initiatives that are fit for purpose and meet Public Health, North East London NHS, RPbP objectives and activities.</p> <p>Work with managers and people to identify organisational and partnership development requirements.</p> <p>Create and design interventions to meet those requirements using a range of communication and engagement strategies for communities in Redbridge</p> <p>Commission and/ or deliver the interventions and monitor effectiveness in meeting the development requirements</p>
<b>2. Operations and Support</b>	<p>Develop appropriate materials and guidance in respect of external challenges and opportunities. Initiate, design content and evaluate outcomes. Where required produce reports and management information.</p> <p>Drive forward and support the development and delivery of Public Health and RPbP interventions for communities in Redbridge.</p> <p>Work with and coach managers and staff to identify, co-design and deliver, if required, interventions to support engagement and organisational change.</p> <p>Lead on designing and facilitating internal and external engagement and communications initiatives including co-production and co-design techniques to ensure the development of services meets the requirements of service users, carers and staff.</p> <p>Work with managers and teams from across the RPbP to identify learning needs and assist in creating appropriate solutions, production of learning plans or input into the RPbP plan.</p>
<b>3. Systems and Process Development and Improvement</b>	<p>Provide quality advice to stakeholders, managers and staff on comms and engagement opportunities in line with the Public Health and RPbP programmes.</p> <p>Conduct needs analysis through partnerships and lead the development of appropriate plans and programmes to ensure all employees have the skills, knowledge and experience to perform their roles to the highest standard and meet the future needs of the service.</p> <p>Research and benchmark national and local comms initiatives in order to assist in the delivery of Public Health and RPbP programmes and campaigns.</p> <p>Monitor and analyse campaign performance in order to identify trends and any significant variances.</p>
<b>4. Partnership Communication</b>	<p>Ensure that communications/engagement are appropriate to highlight the risks to underserved communities in relation to targeted outcomes and health inequalities</p> <p>Engage with the RPbP and organisations providing services as part of delivering the partnership priorities</p> <p>Work with existing partners that support underserved communities</p> <p>Attend management meetings/ project groups and meet with other key stakeholders including external agencies as required in order to advise on development and engagement and assist in the delivery of these as appropriate.</p> <p>Develop information, advice and support resources for use both internally and externally which empower people to make decisions and take action for themselves</p> <p>Ensure effective engagement processes to build staff, service user, voluntary sector and other stakeholder involvement including co-production, co-design and consultation activity such as questionnaires. This will include networking and engaging with the voluntary and community sector and service users to help inform, design and reshape our services for the future.</p> <p>Support communications targeted towards communities to support them in accessing services and addressing health inequalities</p>

<b>5. Performance and Standards</b>	To prepare and contribute to the development of reports and internal communications to the Public Health and commissioning senior management team, NEL NHS senior management team, RPbP Board, People senior management team and wider audiences.
<b>6. Resource Management</b>	Commission and manage additional internal or external resources as and when required in order to ensure cost-effective delivery of agreed comms initiatives.
<b>Corporate Accountabilities</b>	All employees of the Council should undertake and conduct their work with due regard to the corporate accountabilities (available on the Redbridge Council website). These include responsibilities for outcomes regarding Equality, Conduct & Behaviour, Health & Safety, Data Protection, Safeguarding and Customer Care.
<b>Flexibility</b>	The key responsibilities and duties of the role are neither exclusive nor exhaustive. All workers are expected to operate flexibly to support delivery of services and from time to time will be required to undertake responsibilities outside the normal remit of role description as required by the line manager, which are broadly commensurate with the job level and scope of competence.

Person Specification		A - I - T	Weighting
Knowledge & Experience			
Method of candidate assessment: A = Application form I = Interview T = Test Weighting: 3 = most important, 2 = least important			
Statutory or Mandatory qualifications:	To have the ability to increase depth of knowledge and understanding of behavioural change campaigns, media relations and digital communications	A/I	3
Educational Ability	Educated to degree level or equivalent professional experience	A/I	2
Key Subject or Content Areas (inc: Desirable Qualifications)	<ul style="list-style-type: none"><li>Public Health communication, engagement and health promotion</li><li>Understanding of primary care and NHS services</li></ul>	A	2
Minimum experience/ knowledge/ skills:	<ul style="list-style-type: none"><li>Experience of implementing comms plans for a diverse range of audiences and communities</li><li>Previous experience of working with the media to ensure positive outcomes</li><li>Hands-on experience and skills in delivering effective campaigns which deliver against key organisational and partnership objectives and priorities</li><li>Experience of managing media in a crisis or in difficult circumstances</li><li>Experience and skills in providing communications for senior officers and elected Members</li><li>Skills to create and deliver engaging online content, such as images, gifs, video, infographics using relevant software e.g. Canva and other video editing software</li><li>Ability to interview stakeholders and create engaging content</li><li>Knowledge of information governance and consent processes around published content</li><li>Demonstrable evidence of managing website content with the ability to update web content and ensure engaging content which supports key campaigns</li><li>High level of knowledge and experience of how to create a tactical communications plan under pressure to deal with media issues</li><li>Extensive experience of using data, metrics and analytics across all channels including digital and social media to inform communications plans and campaigns</li><li>Excellent written skills both for traditional media and for the web, and understanding the difference between writing styles</li><li>High level of knowledge of best practice communications and engagement across the public sector and how to deliver to these standards in this role</li></ul>	A	3
		I	2
		A/I	3
		I	2
		A/I	3
		A/I	3
		I	3
		I	2
		I	2
		A/I	2
		A/I	2
		A/I	3
		I	2
Minimum competencies: Customer focus	<ul style="list-style-type: none"><li>Demonstrable commitment to delivering excellent services to customers</li><li>Demonstrable focus on realising benefits</li><li>Seek continuous improvement to methods of work and personal improvement</li><li>Gives clear and honest feedback to colleagues and partners and embraces feedback about their own job performance</li><li>Has a high level of personal 'drive' and enthusiasm, able to demonstrate a capacity for sustained effort and performance</li></ul>	I	3
		I	2
		A/I	3
		I	2
		A/I	3
Communicating and influencing	<ul style="list-style-type: none"><li>Demonstrable communications skills with colleagues, partners and residents</li><li>Good working knowledge on the local media and how to influence it to deliver organisational benefits and tell the council's story effectively</li><li>Challenge, negotiate and influence senior managers and others where required</li><li>Display tact, diplomacy and confidentiality in relationships with colleagues</li><li>Hands-on ability to deliver effective campaigns which support organisational priorities</li></ul>	A/I	3
		I	3
		I	2
		I	2
		A/I	3
Corporate Behaviours	The Council has a set of behaviours that all employees are expected to deliver in the performance of their role. The behaviour framework can be found on the Councils internet page, and these should be reflected in your application and the way you work. As part of an individual's personal development Redbridge expects employees of all levels to be continuously developing these core behaviours.	I	3

<b>Effective and Collaborative Team Working</b>	<ul style="list-style-type: none"> <li>To take responsibility for personal development and actively participate in all learning and development</li> <li>To participate in the ongoing development, implementation and monitoring of service plans</li> <li>To support and contribute to value for money, service efficiency and improvement</li> </ul>	A & I	2
<b>Building relationships, working together and in partnership</b>	Developing and maintaining demonstrable relationships, including within campaign teams, with colleagues in other departments, with senior managers and internal customers, with elected Members, with all relevant media, and with local residents and businesses	A/I	3
<b>Respecting &amp; implementing diversity</b>	Recognition of the different information and communication needs of different individuals and ability to design appropriate communications campaigns to meet these needs.	A/I	3
<b>Planning, organising &amp; achieving results</b>	Effective time management, work demand and prioritisation skills in order to deliver best results on the most important aspects of the team's work and required outcomes	I	3
<b>Working Pattern and travel</b>	<ul style="list-style-type: none"> <li>This role would primarily be undertaken within usual office hours although there may be occasion when there is a requirement to work outside these times</li> <li>The post holder may be required to travel within the Borough of Redbridge and outside the borough</li> </ul>		
<b>Special Factors and Constraints</b>	<ul style="list-style-type: none"> <li>None</li> </ul>		