

Communications Officer Application Pack

21st June 2022



Job Title:	Communications Officer
Salary:	£28,000 pro-rata +3% pension contribution
Working hours:	21 hours per week
Contract length:	One year fixed term (potential to extend)
Reports to:	Communications Manager
Based:	London Borough of Haringey

What is Public Voice?

Public Voice is a Community Interest Company (CIC) with a mission to improve neighbourhoods, the lives of the people who live in them and the public services they use.

We deliver a number of projects in Haringey and other London boroughs, including the statutory Healthwatch service in Haringey, Haringey Advice Partnership, as part of consortiums delivering information, advice and guidance, and Haringey Reach and Connect, a community navigation and support service for over 50s in Haringey, in partnership with Mind in Haringey and Vibrance. We also manage a team of Social Prescribing Link Workers based in GP practices across Haringey, support Haringey's Joint Partnership Board, with several reference groups for adult social care users providing an interface between service users, the NHS and the Council, and provide advice and support for residents in the planning, regeneration and development of their homes and neighbourhoods through our Public Voice Neighbourhoods service.

We do this through community engagement, individual user engagement and community intervention, collecting the combined voices of citizens, gathering evidence and ultimately taking action to bring about positive change, now and in the future.

Statement of intent on equality, diversity and inclusion

Public Voice is an equal opportunities employer and an anti-discrimination, pro-diversity and inclusion organisation.

We aim to go beyond the narrow scope of legislative compliance and follow best practice, making equality, fairness and diversity a fundamental part of all our activities.

We want to make sure that everyone is treated fairly and with dignity and respect by challenging discrimination and removing barriers. We recognise the benefits of different values, abilities, and perspectives, and celebrating people's differences. This means promoting an environment that welcomes and values diverse backgrounds, thinking, skills and experience.

We positively welcome applications from candidates from Black, Asian and Minority Ethnic Communities and also welcome applications from disabled candidates.

We celebrate the diversity within our staff team who are representative of the diversity in our local communities and continually strive to provide equal access to all.

The Role

We are recruiting a talented Communications Officer to join our team, to create and deliver engaging communications to keep all our audiences well informed, to appeal to commissioners and funding bodies, and to play a key role in supporting the delivery of our communications strategies and activities.

Your role will be to work with and support the Communications Manager and Senior Management Team, to ensure that the work of Public Voice and all our projects is communicated effectively and in ever more creative ways, championing new ideas and digital developments. A large part of the role involves working with project teams to oversee and support the delivery of project-specific communications, including Healthwatch Haringey and Haringey Reach and Connect.

www.healthwatchharingey.org.uk
www.reachandconnect.net

Working closely with the Communications Manager in areas including but not limited to campaign planning, digital communications, design and print, the development of high-quality digital content, image and video capture and editing, SEO and analytics, the production of publications, and copy writing.

You will create dynamic campaigns and content for varied audiences, both keeping internal staff informed and promoting our work externally. You will demonstrate the role our staff play in making a difference to our local communities and how we bring about positive change.

About You

We are transforming our Communications at Public Voice and we want you to join us to help raise our game further. We need someone who is passionate about improving the lives of local people, the places where they live and the public services they use, someone who wants to help us consistently raise standards in everything we do.

You'll have at least two years of relevant experience, with a good level of experience in producing and designing communications content, excellent copy writing skills with the ability to create clear and compelling content, excellent attention to detail and a strong track record in developing communications which stand out and increase both engagement and awareness.

You'll have strong digital skills, including – Adobe Creative Cloud (or at least InDesign), website CMS, the wide spectrum of social media, photography, video and image editing, and Microsoft O365, with an interest in learning, and developing your skills on the job. In return you can expect to be supported by a strong Communications Manager united in a common purpose, who will strive to upskill you and enhance your personal development.

Job Summary

- Work with the Communications Manager to deliver communications objectives, plans and strategies.
- Plan, research and write engaging digital content.
- Manage and maintain our websites, ensuring consistency and effectiveness.
- Create high quality digital and print content using Adobe InDesign.
- Write and publish articles and event information on our websites.
- Assist in the planning, delivery, and measuring of our social media channels, building relationships with key audiences, and advising project leads on social media use.
- Encourage and support our staff to share news and best practice across the organisation using a variety of different platforms.
- Edit and format publications for external audiences, ensuring they are on brand.
- Write high quality copy and draft press releases.
- Provide both proactive and reactive web support across the organisation, and all projects.
- Maximise web and SEO performance and measure the effectiveness of digital performance.
- Take photographs and capture video content.
- Optimise and resize images and video content for various digital platforms.

Communications Officer: Person specification		
Qualifications	Essential	Desirable
Relevant degree or equivalent experience	•	
Experience		
Two years' communications experience in a similar role	•	
Assisting in the development of communications strategy and planning	•	
Content creation for multiple channels and platforms	•	
Working in a diverse urban environment	•	
Participatory practice and community engagement		•
Consumer / service user representation		•
Knowledge		
Understanding of communications methods and outcomes	•	
Ability to increase engagement and awareness	•	
Strong track record in developing high quality communications	•	
Multi-channel communications and audiences	•	
Understanding of health inequalities		•
Participatory and engagement techniques		•
Ability to interpret data and analytics	•	
Ability to understand the significance of cultural differences	•	
Skills		
Copywriting, editing, and proofreading	•	
Communications project delivery, such as campaign planning, implementation and evaluation	•	
Excellent communication skills, (verbal and written), including report writing, the ability to communicate with a variety of people at all levels	•	
Excellent organisational and time management skills	•	
IT skills – Demonstrable competence in Adobe InDesign and Adobe Photoshop, and advanced Microsoft Office 365, SharePoint, Teams and Zoom	•	
Strong website management skills (CMS), managing, developing and updating content	•	
WordPress and Drupal CMS		•
Able to work independently and as a team member	•	
Other		
Ongoing learning and development, adaptable to new projects and environments	•	

Able / willing to work some evenings and occasional weekends	•	
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Application and selection

To apply, you are asked to provide:

- A copy of your CV.
- A personal statement of no more than two sides of A4 detailing why you are applying and how you meet the person specification criteria – all applications will be reviewed against the person specification criteria, so it is important to address these in your personal statement.
- A completed monitoring form.

You are also asked to supply contact details for two referees, one of whom should be a current or recent employer or someone who has known you in a professional capacity.

Applications should be submitted via email to info@publicvoice.london

The deadline for all applications is **Tuesday 12th July 2022, at 5.00pm.**

If shortlisted, you will be invited to an interview, where there will also be a practical test relating to the job role.

If you require the application pack in an alternative format or for any other enquiries, please call the office on 020 3196 1900.