

Local Healthwatch Communications Manager Application Pack

Date: 12th May 2025



Job Title:	Local Healthwatch Communications Manager
Salary:	£33,500 - £36,000 per annum, depending on experience (+3% pension contribution)
Working hours:	Full-time 37.5 hours per week
Contract length:	Permanent
Reports to:	Strategic Communications Director
Based:	London Borough of Haringey with Hybrid working

About 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.

Through our work, we ensure people in the community are heard – bringing together diverse voices and including those who find themselves marginalised or are rarely reached by service providers. We take a user-centred, co-production approach to understanding individuals' and communities' needs, and translate that into meaningful insights for service providers in government, public health, and housing. The results are better outcomes for residents and service users, more effective and efficient services for providers, and stronger and healthier neighbourhoods.

The role

Healthwatch is the local champion for health and social care. Public Voice currently delivers local Healthwatch services in three London boroughs: Croydon, Haringey, and Hounslow. The Local Healthwatch Communications Manager manages and delivers engaging, relevant, accessible and informative communications and content across all our local Healthwatch services. The role will help deliver an important component of local Healthwatch's statutory functions to a high standard, as well as amplifying the voice and reach of our Healthwatch services among their local communities and key stakeholders.

About You

We are looking for an individual who has a strong interest in health and social care, and a passion for effective and impactful communications. You will be experienced in shaping communications strategies and campaigns, consistently creating engaging content across various channels for a range of audiences. We are looking for someone who can work effectively with people, both within their organisation and beyond, to maintain good relationships and to support them in delivering their communications outputs and objectives. The candidate will be both organised and adaptable, holding themselves and their work to high standards of accuracy and clarity.

Job summary

- To manage the planning and delivery of communications for Public Voice's Healthwatch services – reflecting both local and wider national health and social care issues, trends and developments.
- Produce content including but not limited to regular email newsletters, social media posts and web articles for local Healthwatch services. Liaise with local Healthwatch teams to identify topics and gather information to support content creation.
- Ensure all local Healthwatch communications and marketing adhere to Healthwatch branding, and that content (including digital) is accurate, accessible high quality, and professional.
- Support local Healthwatch teams in their other functions and activities, including (but not limited to): coordinating and publicising online/in person events; hosting of online events/webinars; and writing/editing research.
- Working with the Strategic Communications Director to ensure local Healthwatch communications and content supports Public Voice's wider communications strategy and channels.

Main duties

- Regularly coordinate with and gather information from local Healthwatch teams, to identify topics for content and communications.
- Create and manage a schedule of content across all communications channels for all Public Voice's local Healthwatch services.

- Regularly create and post social media content, ensuring that our outputs are timely, consistent and regular.
- Research and write news articles and keep up to date with relevant health and care related news stories and national Healthwatch campaigns.
- Source relevant news and information for our websites and newsletter.
- Manage, create and send Mailchimp newsletters and campaigns.
- Maintain local Healthwatch websites, keeping all content accurate, accessible and on brand.
- Support local Healthwatch teams to plan, publicise and run online and in person events – for example, handling event registrations, co-hosting / tech support for webinars.
- Provide data on communications activities and key performance indicators to local Healthwatch teams, to support monitoring reports to commissioners.
- Support local Healthwatch teams with the planning of ad hoc marketing or engagement activities – for example, planning the design and distribution of materials (leaflets, posters) for specific projects or campaigns.
- Working with the Strategic Communications Director to inform and support the creation and delivery of Public Voice’s wider communications and content strategy.
- Represent Public Voice and/or local Healthwatch in stakeholder meetings and forums.
- Ensure communications and digital engagement activities take account of the diversity and inclusion of each borough’s population.
- Contribute to building excellent collaborative working relationships with statutory and other voluntary sector agencies in each borough.
- Undertake any other reasonable duties as required.

Values and behaviours

- Support the values and aims of Healthwatch and Public Voice
- Works collaboratively and diplomatically, building effective relationships with internal and external stakeholders
- Creative, problem-solving approach
- Organised
- Detail-oriented.

How to apply

For more information please download the application pack. To apply, please email a copy of your CV and a personal statement of no more than two sides of A4 detailing your suitability for the role to info@publicvoice.london.

Deadline for applications is **9am on Tuesday 27th May 2025**. Shortlisted candidates will be invited for interview.

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

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 groups 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.

Person specification		
Qualifications	Essential	Desirable
Degree or equivalent professional experience in related subject		•
Experience		
Track record of planning and delivering successful communication strategies and campaigns	•	
Extensive experience of creating content for both communities and professional audiences	•	
Management and growth of communications channels, including newsletters and social media	•	
Success engaging new audiences and extending the reach of an organisation / brand / service	•	
Experience of running high-quality, engaging events	•	
Creation of professional and accessible reports and/or similar thought leadership content	•	
Experience of briefing and/or managing team members to contribute to communications campaigns – whether line management, matrix management, or commission of suppliers	•	
Building productive relationships with new or current key stakeholders for an organisation, project or service	•	
Knowledge		
Knowledge of communications strategy and best practice	•	
Understanding of diversity and inclusivity, and implications for communication and engagement	•	
Understanding the principles of effective programme and project management	•	
Knowledge of health and social care policies and issues		•
Understanding the organisational infrastructure of health and social care service, NHS, and Healthwatch England		•
Understanding of data protection/GDPR compliance	•	
Skills		
Excellent ICT skills, including O365 apps and SharePoint management, use of email and marketing automation and survey software (e.g. MailChimp, SurveyMonkey / Smart Survey etc.)	•	
Experience using Drupal and WordPress Content Management Systems (CMS)	•	
Experience using Adobe Creative Cloud apps including InDesign and Photoshop	•	

Experience using databases, CRM and Excel for data recording and reporting	•	
Experience using cloud-based storage and applications, including	•	
Experience of arranging, hosting, and administering large online meetings using Teams and/or Zoom	•	
Communications campaign and strategy development		•
Good interpersonal skills, to build effective working relationships internally and externally	•	
Organisation and time management skills	•	
Ability to work flexibly and adaptably	•	
Personal qualities		
A good team player.	•	
Understanding of and commitment to the aims and values of Healthwatch and Public Voice.	•	
Promotes equality, diversity and inclusion.	•	
A friendly and confident manner.	•	
Other		
DBS check required	•	
Willingness to undertake training and staff development as required	•	
Able to work occasionally out-of-hours	•	