


Job Title:	Marketing and Communications Officer	
Service:	Connect for Health	
Reports To:	Team Leader	

Purpose of the Role:

As Marketing and Communications Officer, you will lead on all marketing and communication activity on behalf of Connect for Health. You will work with the service's healthcare practitioners to devise, develop and distribute content for key public health campaigns and service initiatives and produce written news and social media communications about our ongoing work. You will be responsible for building on our recent service rebrand to ensure all schools and families are aware of the support we provide. Also, expanding our digital presence and the accessibility of digital resources.

Key Duties and Responsibilities:

1. Service Delivery

- Lead on all marketing activity for Connect for Health.
- Raise awareness of the key elements of the service specification, promoting core messages.
- Find and produce written content, with images, for news pages and service social media accounts.
- Oversee service social media accounts, ensuring content is appropriate and high quality, monitoring and responding to inbound comments and messages.
- Develop and implement an annual service communications plan.
- Work with practitioner colleagues to develop and deliver health promotion campaigns, using online and offline channels and working with community contacts to distribute materials.
- Ensure all marketing and communications is engaging, accurate, up to date and effective for a range of audiences.
- Produce and present the service annual report.
- Production of high-quality reports analysing all marketing activity.
- Update and develop service webpages on the Compass website, as well as supporting the development and promotion of the wider Compass website.
- Optimise service webpages for Google search.
- Lead on any paid advertising, such as Facebook and Google ads.
- Support healthcare practitioners and other colleagues in the development of high-quality PowerPoint presentations for training sessions and parent/carer workshops.
- Create and update health promotion and training videos.
- Work with external marketing suppliers when required, ensuring projects adhere to allocated budgets.

2. Developing Effective relationships

- To be an active member of the team and reflect Compass' values.
- To support and share expertise with service colleagues.
- To actively develop and sustain effective working relationships with partner agencies in accordance with Joint Working Agreements/Service Level Agreements.
- To work with communication and marketing colleagues across Compass.

- To work with communication and marketing colleagues in other local and national organisations, i.e. county council, schools, NHS trusts, local GP practices to ensure effective communication between partner agencies.
- Build strong links with key departments within Compass

3. Leading and Managing People

- Assist in leading and managing the marketing apprentice; guiding and supporting their development.
- Lead the Communications Development Group; organise and chair meetings.
- Mentoring of staff and sharing templates, resources and skills across the service.
- Peer mentoring other communications staff in the wider organisation.

4. Managing Self

The marketing and communications officer will be expected to work autonomously to meet the requirements of the post and as part of the wider Connect for Health team to support an effective communication strategy.

- Take responsibility for own learning and professional development in line with Compass' Learning and Development framework
- Take responsibility for own and others' health and safety in the working environment
- Promote equal opportunity and diversity within Compass
- Ensure that confidentiality is upheld at all times in line with Compass policy
- Ensure safeguarding responsibilities are delivered in line with role and competency level.
- Work in accordance with Caldicott principles and Data Protection principles and adhere to all relevant Compass policies, procedures and guidelines
- Maintain accurate records in line with the Compass policies and procedures
- Skilful at managing conflict that may arise whilst working on behalf of Compass

In addition to these functions the post holder is expected to:

Carry out other duties as may be reasonably expected in accordance with the responsibilities/competency level of the post.

Key Working Relationships:

The post holder is required to build effective operational and strategic sustainable partnerships with key stakeholders outside Compass. Whilst not an exhaustive list, key relationships include:

- Key Health and Wellbeing and/or pastoral leads within education
- Warwickshire County Council communications team
- Health Visiting and Family Nurse Partnership services
- Primary care services
- Fitter Futures, CAMHS, sexual health and substance misuse services
- A&E, paediatricians and managers within acute services
- Other voluntary organisations
- Youth Council and other children, young people and parent forums.

Financial Responsibilities:

N/A

People Responsibilities:

N/A

PERSON SPECIFICATION

Qualifications, Experience and Knowledge

ESSENTIAL

Qualifications

- A marketing/communications degree or equivalent experience

Experience/Skills

- Previous relevant experience of successfully working in a marketing or communications role
- Excellent copywriting, proof-reading and editorial skills.
- Proven experience in supporting the delivery development and evaluation of high quality and targeted marketing campaigns.
- Demonstrable skills in graphic design, illustration, and photo and video production and editing using the Adobe Suite.
- Strong social media skills/experience; ability to monitor and build engagement using both paid and organic techniques.
- Ability to create and analyse engaging marketing emails using Mailchimp (or similar).
- Competent use of WordPress CMS to update and develop service webpages.
- Ability to use analytics tools to create meaningful reports, including Google Analytics.
- Collection and visualisation of service user feedback and other relevant data.
- Skilled use of Microsoft Office, including PowerPoint, Word and Excel.
- Experience of organising successful events and campaign launches.

Knowledge

- Digital marketing/communication methods, technologies and platforms.
- Best practice for Search Engine Optimisation.
- Relevant marketing theories and models.

Other

- Able to work all year round and flexibly as part of a team to best meet business need
- Full UK driving license and access to a vehicle.
- Able to undertake the demands of the post with reasonable adjustments where required.

Key Competencies/Personal Attributes:

The post holder must demonstrate strengths in the following competency areas:

- **Team Player** – able to work as part of a team, co-operate to work together and in conjunction with others and willing to help and assist whenever possible and appropriate.
- **Interpersonal Skills** – able to develop, establish and maintain positive relationships with others both internal and external to the organisation.
- **Autonomy** – able to work independently, prioritising work and acting on own initiative where appropriate; pre-empting problems and working to solve them.
- **Communication Skills** – excellent communication skills (both written and verbal) and ability to adjust communication style and content to the audience.

- **Confidence & Resilience** – able to deliver messages in a confident manner with excellent presentation skills.
- **Flexible & Adaptable** – positive attitude to dealing with change; flexible and adaptable, and open to exploring new ideas.
- **Motivated** – highly motivated and reliable and organised to plan and meet deadlines and manage time effectively.
- **Concern for Detail & Accuracy** – Able to give due care and attention to ensuring all aspects of work are accurate, with a thorough and methodical approach.
- **Analysis Ability** – excellent analytical skills, able to analyse information and interpret data.

Compass Values:

The post holder must demonstrate exemplary behaviour in all Compass values, personifying the values and inspiring all staff to do the same:

- Integrity: An unstinting commitment to honesty and openness in all our activities.
- Valuing Each Individual: Respecting the needs of each person and helping them gain greater control of their life.
- Being Solution Focused: Responding quickly and flexibly to current and emerging needs.
- Consistent & Reliable Approach: Always delivering on our commitments.

Safeguarding:

The post holder must demonstrate and share our commitment to Safeguarding:

- Work proactively to safeguard and promote the welfare of children, young people and vulnerable adults.

Compass is committed to promoting the welfare of all those we serve, as well as complying with best practice in the application of safeguarding and we expect all staff and volunteers to share our commitment.

As part of our safer recruitment process, a basic DBS check will be undertaken and will be rechecked as and when determined by Compass. For further information about what is required in this process please go to www.gov.uk/disclosure-barring-service-check.

Compass is also committed to equal opportunities and expects all those employed or who volunteer to share our commitment.