

<b>POST TITLE</b>	<b>COMMUNICATIONS, ENGAGEMENT AND PARTICIPATION OFFICER</b>
<b>DIRECTORATE</b>	<b>EDINBURGH HEALTH AND SOCIAL CARE PARTNERSHIP</b>
<b>SERVICE</b>	<b>COMMUNICATIONS AND ENGAGEMENT</b>
<b>RESPONSIBLE TO</b>	<b>TEAM LEADER COMMUNICATIONS AND ENGAGEMENT</b>
<b>NUMBER OF POST HOLDERS</b>	<b>4</b>
<b>ACTING UP/ SECONDMENT</b>	<b>NO</b>

**PURPOSE OF JOB**

To develop and deliver internal and external communications on Partnership strategies, plans and projects to promote a positive image and knowledge and understanding of the Partnership and its brand and to support responses to media enquiries about the Partnership and its activities.

To develop and deliver internal and external engagement activities to secure colleague and stakeholder input to Partnership plans, projects and priorities in order to help shape these.

To develop and deliver public participation activities to enable service users and the public to influence service delivery and plans including targeting participation of hard to reach communities and supporting public representatives on Boards and Groups to effectively deliver their role.

**THE WHAT - MAJOR TASKS/JOB ACTIVITIES**

- Support development of communications, engagement and participation plans and strategies that support delivery of the Partnership’s strategies and objectives.
- Support delivery of strategic communications, engagement and participation activities for the whole Partnership including supporting the Executive Management Team and the IJB.
- Initiate, develop and deliver communications, engagement and participation activities together with operational managers and professional leads in support of specific services changes and developments.
- Provide communications, engagement and participation expertise to the Partnership to support managers and professional colleagues to develop and deliver activities in their own areas.
- Design, manage and deliver communications, engagement and participation events and meetings including choice of venue, set up of venue, development of materials, presentation of information, facilitation of discussion, collation of input and feedback.
- Ensure that communication, engagement and participation tools and processes maximise accessibility and comply with appropriate legislation.
- Feedback inputs and findings from communications, engagement and participation events to managers and professional colleagues to support them in developing and amending proposals.
- Work closely with communications, engagement and participation teams in NHS and Council to ensure consistency of messaging and support for corporate positions and to provide mutual support in public participation activities.
- Develop and deliver training and advice to managers and clinical and social work professional colleagues on communications, engagement and participation policies, tools and techniques.
- Lead on the development of website and social media channels with day to day responsibility for creating and publishing content.
- Promote and develop use of the Partnership brand through development and use of communications templates and styles ensuring wide use of these.

- Support on the development of strategic communications, engagement and participation campaigns relating to major projects and initiatives of the Partnership, NHS and Council.
- Responsible for investigating and drafting responses to media enquiries ensuring responses are as full as possible, whilst maintaining confidentiality and supporting the Partnership's position and image.
- Ensure that any media enquiries that involve services outside the Partnership e.g. in NHS Lothian or the Council, or are complex or politically sensitive are escalated to the Team Leader for decision on action.
- Support members of the public involved in Partnership meetings and groups, including the IJB and its Committees, to fulfil their role by providing information, being present as required, ensuring accessibility of venues and materials.
- Work closely with Community Planning partners to support involvement of the Partnership in community planning and to support communities to be involved and to develop knowledge and insight into the needs of different communities and provide this knowledge to the Partnership.

#### **THE HOW - KNOWLEDGE AND SKILLS (E.G. CREATIVITY & INNOVATION, CONTACTS & RELATIONSHIPS, DECISION MAKING)**

- Educated to degree level in a relevant area (e.g. Media, Communication and Design, Communications, Marketing, Business Studies) or equivalent experience.
- Chartered Institute of Marketing (CIM) or Chartered Institute of Public Relations (CIPR) qualified or equivalent, relevant post-graduate certification or modules at SCQF level 11 (masters) in a Communications-related subject or equivalent experience.
- Previous experience of working in health and social care services is an advantage to enable an in-depth understanding of service issues and problem resolution.
- Knowledge and experience of analysing data and information.
- Knowledge of health and social care in Scotland.
- Experience of report writing and compiling presentations.
- Experience working with senior managers in developing and delivering communications materials and activities.
- Experience of managing engagement and participation with the public.
- Experience working with/managing a range of different stakeholders e.g. community groups, other public bodies such as Police Scotland
- A high level of communications skills and the ability to adapt communication style to suit the intended audience is required.
- Demonstrable ability to communicate complex issues in plain style and language
- Excellent organisational and interpersonal skills.
- Ability to organise a substantial amount of work with minimal supervision and with competing priorities.
- Problem solving skills (analysis, interpretation, comparison of range of options) essential
- Ability to use creativity in designing communications, engagement and participation materials
- Ability to respond flexibly to unexpected situations especially during engagement and participation events
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#### **ENVIRONMENT (WORK DEMANDS, PHYSICAL DEMANDS, WORKING CONDITIONS, WORK CONTEXT)**

- The postholder will largely work on their own initiative in agreed delegated areas without frequent reference to their line manager.
- The postholder will be expected to work within tight and often competing deadlines and respond to changing priorities flexibly.
- The physical demands on the post will be predominantly within the range of normal office-based activities, but the post may, from time to time, be exposed to some physical demands and some adverse working conditions in environments not controlled by the Council.
- There may be demands associated with colleagues and public participation in potentially upsetting circumstances where the postholder will need to maintain emotional resilience.

- Although the post will have some requirement to take care in relation to the working environment, work activities and dealing with people this will usually be within the bounds of what is normally required of a council employee.

**SUPERVISION AND MANAGEMENT OF PEOPLE** The post holder will not have any direct reports, however, will be expected to show leadership qualities. The post will play a key role within multi-disciplinary teams working to deliver specific communications, engagement and participation activities across the partnership.

#### **RESOURCES**

- The post will be responsible for a range of office equipment and will update and maintain data.
- The post will be responsible for a range of communications and presentation equipment.

#### **HEALTH AND SAFETY (DO NOT ALTER THE WORDING OF THIS SECTION)**

Protecting the health and safety and welfare of our employees, and our third parties including members of the public, contractors, service users and pupils, is the starting point for a forward-thinking Council.

All employees are responsible for:

- Taking care of their own health and safety and welfare, and that of others who may be affected by their actions or omissions;
- Co-operating with management and following instructions, safe systems and procedures;
- Reporting any hazards, damage or defects immediately to their line manager; and
- Reporting any personal injury and work related ill health, and accident or incident (including 'near misses') immediately to their line manager, and assist with any subsequent investigation, including co-operating fully with the provision of witness statements and any other evidence that may be required.

Line managers have additional responsibilities for ensuring all health and safety risks under their management are identified, assessed and controlled, with specialist input from H&S Advisers and others including Occupational Health where required. Where the risks cannot be adequately controlled the activity should not proceed.

Additional information can be found in the [Council Health and Safety Policy](#).