**COMMUNITY OUTREACH LEAD**

**Job Description**

**Responsible To: Local Healthwatch Manager**

**Job summary**

* Ensure effective community and stakeholder outreach and engagement, establishing and maintaining a strong local presence.
* To ensure local Healthwatch secures involvement and participation from all groups within the community to ensure that all views are fully represented.
* To gather feedback on health and social care services to achieve improvements and to support a collaborative model of engagement events.
* To promote volunteer activities and support the recruitment of Healthwatch members and volunteers across the geographical area.
* To act as the local representative for Healthwatch, attending all local community meetings, gathering intelligence and insight into health and social care services.
* Organise a wide variety of local events and activities to increase community involvement and liaison with Healthwatch.
* Support the collection of feedback from the public about their experiences of health and social care via the range of methods; over the telephone, face to face and electronically.
* Support the inputting of that feedback into the Healthwatch CRM database and providing reports and analysis.
* Provide information about health and social care services.

**Key responsibilities and tasks:**

**Liaison with communities and groups**

* Become the established link between Healthwatch and all local community, and voluntary sector groups in the local area to ensure greater interaction and involvement of divergent groups to gather feedback on health and social care services.
* Ensure people know how to access services to which they are entitled by signposting/providing advice and information about their local services, creating a strong local reputation for being a central information point for service information.
* Maintain an up to date online service directory of key local contacts and information and establishing strong links with the Local Authority information and signposting services, CAB and Voluntary and Community Sectors.
* Increase the number of Healthwatch members and volunteers across the area.
* Increase representation from hard to reach/under-represented groups, including BME communities, LGBT, faith groups, travelling communities, children and young people and families to help shape local Healthwatch work priorities.
* Gather feedback on services through delivering outreach activities, and conducting fieldwork, consisting of surveys, focus groups and outreach events.
* Assist local networks to identify and progress local priorities for improving health and social care services.
* Host regular information and drop in sessions as local venues throughout the area- providing information, signposting and actively seeking out feedback on all local health and social care services.
* Gather intelligence on service provision and commissioning through attending all local meetings, including Patient Participation Groups, local faith and community groups, young people’s groups. Actively reviewing and seeking out new groups to liaise with, increasing the local network of the local Healthwatch, and creating strong partnerships.

**Community Outreach**

* To develop and deliver a programme of diverse and tailored outreach events, ensuring the local Healthwatch is accessible to all sectors of the community. This includes the ability to organise, plan, co-ordinate and deliver a wide range of activities that attract high numbers of attendees.
* To gather insight and intelligence through organising local Healthwatch outreach events, and attending partners events, promoting the Experience Exchange and other Have Your Say platforms and increase the number of reviews and feedback received.
* To increase the number of local Healthwatch membership and volunteers, through actively promoting Healthwatch to all organisations within the local area, ensuring that the outreach work is tailored to reach all communities in the local delivery area.
* Provide information, signposting and raise awareness of rights and responsibilities regarding services to people you engage with.
* Remain aware of and promote the projects and priorities of the local Healthwatch to the public and key stakeholders.
* Provide engagement support for a large range of projects as part of a cohesive team approach to delivery.
* Contribute to the development of an annual plan for engagement and promotional activities throughout the local area.

**Use of database systems**

* Be fluent with the inputting of information into the Healthwatch database systems.
* Use appropriate input codes.
* Input on both CRM database and spreadsheet systems where necessary.
* Assist in identifying themes and trends arising from issues that Healthwatch may need to take forward as a priority.
* Maintain an up to date CRM record of all activities, meetings attended, numbers of case details and feedback, ensuring that every contact is logged into the CRM without delay.
* Collate local case studies and feedback on services and ensure all case notes are consistently inputted into the CRM to enable trend analysis and outcome reviews can be shared with stakeholders.

**Other Duties**

* Keep up to date with health and social care issues, policies and procedures and undertake appropriate training.
* Understand and co-operate with other pieces of work within Healthwatch.
* Be an ambassador for Healthwatch and its work and respond to general queries.
* Work in partnership with stakeholders.
* Support the wider Healthwatch Team, including public voice colleagues in delivering the local Healthwatch service where appropriate.
* Contribute to continuous improvement initiatives across the service as required.

# **Duties required of all ECS employees**

* Undertake the induction programme as devised, and assist, as requested, in the induction and training of new staff, students and volunteers.
* Participate in staff meetings, team meetings, supervision meetings, appraisals, consultancy, training, team development sessions, working groups and other meetings as required, reporting back as appropriate.
* Share responsibility for the effective use of systems and procedures regarding service users and other records, finance, staff communications, and the dissemination of good practice and effective workings methods within ECS.
* Deal with complaints in accordance with ECS’s agreed procedure. In addition, all staff have a duty to report any breach of service standards to line management.
* Share responsibility for good health and safety practices, reporting any concerns to line management any concerns.
* Undertake such other duties in accordance with the post holder’s level of responsibility as may be required from time to time to maintain or enhance ECS services.  
  Work as part of a team towards ensuring effective user participation within the service.
* To be administratively self-servicing.
* To take personal responsibility for your own training and development, including keeping up to date with best practice and training methods.
* Maintain professional working standards and to work in adherence with the company’s accreditations, including the Quality Performance Mark (QPM) and the Investing in Volunteers accreditation.
* Undertake all duties in accordance with ECS policies, with reference to the Equal Opportunities, Health & Safety and confidentiality policies, and work towards their continuing development and implementation.
* All employees of ECS are expected to respect the rights of clients’ privacy and confidentiality as far as possible within the constraints of legal requirements and the safety of other people.

**This job will be reviewed periodically in line with the organisation’s Business Plan. ECS aim to reach agreement on changes, but if agreement is not possible, ECS reserves the right to change the job description**

**Person Specification**

Essential

* Educated to A level standard or Equivalent Vocational Qualifications or minimum of two years relevant experience in similar environment paid or voluntary.
* Experience of seeking out, building, supporting and maintaining networks of groups, organisations, and individuals with shared interests, and gathering feedback and intelligence.
* Ability to develop and deliver a programme of diverse and tailored outreach events, ensuring the local Healthwatch is accessible to all sectors of the community. This includes the ability to organise, plan, co-ordinate and deliver a wide range of activities that attract high numbers of attendees.
* Skilled at creating a professional network of like-minded organisations in the local area, to create joint working and reciprocal referral schemes to increase visibility of local Healthwatch.
* Excellent communication, written and interpersonal skills with the ability to deliver talks and presentations to a wide range of audiences.
* Detailed knowledge and understanding of a range of community engagement techniques and proactive in applying these techniques in local communities.
* Able to listen and question sensitively, approachable and able to work with a diverse range of people.
* Excellent IT skills especially use of different databases, Microsoft 365, Microsoft Office 2013/6 and webpage maintenance.
* Understanding of the role that patient and service user feedback has in informing decision making and driving forward service improvements.
* Demonstrable understanding of equal opportunities.
* Ability to manage and prioritise own workload, highly organised, self-directed and motivated.
* Ability to adapt to changing business needs and work flexibly, as some evening and weekend work will be required as part of this role.
* Demonstrable skills of working effectively as a team player.
* Because of the nature and location of the role, applicants must live within the area; have a full drivers licence and have access to their own transport.

Desirable

* Community Development or Health related qualification.
* A good understanding of local Healthwatch, and its purpose and principles.
* Knowledge of the local geographical area and the diversity of the communities in which the post relates would be an advantage.
* Experience of working with volunteers.
* Understanding of the current challenges facing public services.

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| **Additional Information** |
| DBS check and two references will be required for this role.  **Safeguarding**  ECS is committed to safeguarding and promoting the welfare of vulnerable adults and expects all staff and volunteers to share this commitment. |

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiP9eeYprfZAhUpBcAKHWTjCT8QjRx6BAgAEAY&url=https%3A%2F%2Fwww.in-equilibrium.co.uk%2Fmindful-employer-logo%2F&psig=AOvVaw2c5N8K8mlsnhPWaIAWNJZ2&ust=1519312447361625)Supporting mental wellbeing at work.

ECS recognises its responsibilities and legal obligations in ensuring, as far as is reasonably possible, that people with disabilities are afforded equal opportunities with respect to employment and are not discriminated against for a reason relating to their disability.