

Health & Independent Living Support

PART 1: JOB DESCRIPTION

Job Title:	Marketing and Communications Officer – Outreach
Location:	<p>This position is based at our Itchen Abbas site (SO21 1BQ); however the majority of the role will consist of attending events in the community.</p> <p>Hybrid and flexible working is possible to be agreed with line manager</p>
Salary:	£12.43 per hour
Hours of Work:	<p>Part time – 3 to 4 days per week (21 to 30 hours)</p> <p>Scope for flexible working outside of core hours to be agreed with line manager</p>
Application process:	<p>Applications will be accepted until a candidate is successfully appointed.</p> <p>If your initial application is successful, you will be contacted to arrange a convenient interview date.</p>
Responsible to:	Communications Field Marketer
Contacts:	Senior Team; Communications and Engagement Manager; wider Leadership Team, including operational Team Leaders and teams; clients; external stakeholders
Role Summary:	
<p>About HILS: Health & Independent Living Support is a successful not-for-profit social enterprise delivering a variety of services to help older and disabled people across the county stay happy, healthy and independent for as long as possible.</p> <p>About the role: We need a personable, confident, outgoing, and well-organised person, preferably with experience of public speaking, networking, and promotional work to support an ambitious Communications and Marketing team and help us to grow the business. This role would suit someone who thrives on getting out and meeting people, someone with an entrepreneurial approach who can spot opportunities and make useful contacts easily.</p> <p>The successful candidate will need to think on their feet, use their own initiative, and adapt to a variety different situations and different audiences.</p> <p>Although there is some desk working, much of this role requires travelling around the county.</p>	

Duties include:

- 1) Setting up and attending events throughout Hampshire, representing HILS and delivering talks about our services to potential new clients and stakeholders, establishing relationships with other relevant agencies and individuals, maintaining a stakeholder database and regular communications;
- 2) Distribution of literature and promotion of the service through community venues, such as hospitals, sheltered schemes, GPs, libraries, and other local groups.
- 3) Delivering talks to promote the service;
- 4) Organising VIP visits (politicians, journalists, etc.) Working with local stakeholders and hosting visitors, taking photos/videos, ensuring good follow-up communication;
- 5) Working with the Communications and Engagement Manager and the team to coordinate photo/video shoots, collect client stories, and other ad hoc support to produce excellent communications and marketing materials;
- 6) Managing and maintaining local social media platforms, working with the Communications and Engagement Manager and the rest of the team to develop content and monitor engagement.
- 7) Managing literature stocks and distribution to internal teams and external stakeholders.

Principal Responsibilities

Attend talks and meetings throughout Hampshire: an important part of this role is attending various group meetings to deliver talks to potential clients and stakeholders to inform them about the services HILS has to offer. The successful candidate will be the face of HILS and will be required to be confident in this area. The successful candidate will need to:

- Manage any requests for talks coming in via our website;
- Attend staff or group meetings, engaging with audiences to discuss the services HILS has to offer, confirming any allergies beforehand if food tasting has been requested;
- Liaising with HILS meals teams to arrange for any food requests to be cooked and delivered or collected;
- Organise conferences, tasting events, and talks as required; this may mean liaising with attendees, working with stakeholders to publicise the event, booking rooms and equipment, finding volunteers to help, arranging set-up on the day;
- Networking with different agencies to advertise and book in talks for their teams.

Stakeholder management, relationship-building, and building brand awareness: the successful candidate will need to take a lead on developing and maintaining productive relationships with key local and national stakeholders to grow our business and increase brand awareness. This will include:

- Liaising with relevant colleagues in Senior Team and supporting them to engage with initiatives, forums, and meetings (picking up actions for sharing content, maintaining up-to-date stakeholder lists);
- Identifying gaps in the current engagement model, and actively seeking new trends and areas for us to increase brand awareness.
- Maintaining a database of stakeholder contacts and communicating regularly with them, e.g. via a quarterly external newsletter, webinars, etc.
- Managing literature stock and distribution: HILS has a wide variety of literature which is disseminated in various ways including through our frontline teams. The successful candidate will need to
 - Keep track of the literature in stock by maintaining up-to-date records

- Ensuring internal HILS teams have sufficient supplies for day-to-day distribution
- Manage all literature distribution by liaising with a variety of teams and external stakeholders to send out literature and manage the logistics of distribution, maintaining excellent records;
- Working with the rest of the team to review literature in line with our review schedule (collecting feedback from key stakeholders on any necessary changes, liaising with our graphic designers to make changes, etc.);

Leading key campaigns at a local level: the successful candidate will be aware of any upcoming campaigns in the HILS Communication and Marketing calendar, they will need to come up with and implement creative ideas to raise awareness about our services within their area and work with the rest of the team to deliver on these plans. This will include:

- Planning activities, working with the rest of the team to create a social media and communications plan in line with the campaign outcomes and themes for the period of the campaign;
- Arranging and attending relevant events, whether hosted by HILS or partner organisations;
- Ensuring the campaigns calendar is up to date and evaluating the success of campaign activities to increase the impact of future campaigns.

Coordinating visits and gathering content:

- Working with the rest of the team to coordinate media interviews, photoshoots / video shoots, and VIP visits in your area, this may include: liaising with clients, colleagues, and external stakeholders to organise visits; organising relevant catering, props, locations / rooms, and equipment; working with the Senior Team Executive Assistant on diary planning;
- Collecting client and staff stories, and other content for external publications: identifying clients, arranging interviews and conducting them.

Working with the wider Communications Team on digital media and content creation: we work across a variety of digital media platforms, the successful candidate would need to:

- Manage local online platforms relevant to your area (Hampshire), this means: working with the rest of the team to come up with ideas, develop content, post and monitor, keep abreast of followership / analytics;
- Manage distribution lists relevant to your area (Hampshire) on a variety of platforms which we use for our regular communications, including: MailerLite, and Text Marketer;
- Support the rest of the team as required.

Other responsibilities:

- To ensure that all dealings with staff and the public are conducted within HILS' Equal Opportunities framework.
- To comply with all relevant legislation to ensure effectiveness in the role.
- To have regard for the duty of care of information (with particular reference to the Data Protection Act) gained during the course of employment that relates to other employees, the public, contractors, etc.
- To ensure that excellent standards of customer care and service are maintained when dealing with members of the public and internal customers.
- The job holder has a personal responsibility, whilst at work, to preserve and enhance health and safety. They must familiarise themselves with the health and

safety aspects of their work and avoid contact which would put at risk the health and safety of themselves and other people including visitors, contractors and members of the public

Important note:

This is not a complete statement of all duties and responsibilities of this post. The jobholder may be required to carry out other duties as directed by the Communications and Engagement Manager and other members of the Senior Team, the responsibility level of which should not exceed those outlined above.

PART 2: PERSON SPECIFICATION

Qualifications & Job Requirements:

Essential:

- Satisfactory DBS check
- The right to work in the UK
- Ability to travel to sites independently – a UK driving license and access to a vehicle is essential.

Desirable:

- Experience of public speaking and delivering presentations / other promotional activities
- Experience of graphic design, content creation and/or marketing
- Experience of administration and coordinating work across multiple stakeholder groups.

Skills, Knowledge, and Experience:

Essential:

- Excellent written and verbal communication skills
- Excellent organisational skills
- Excellent attention to detail
- Ability to use own initiative
- Ability to work well alone and in a team
- Ability to keep accurate records of work
- Good ICT skills including, Excel, Outlook, Word, Publisher, and PowerPoint

Desirable:

- Experience of the older people's sector
- Experience of the voluntary and community sector
- Experience and understanding of working in a small business

HILS will work with the right candidate to develop their skills. We are a welcoming and supportive team and will assist the successful candidate in expanding and strengthening their skillset and experience.

Personal Qualities:

Essential:

- Ability to communicate with internal and external customers and stakeholders effectively, both verbally and in writing
- Determination to get the job done and a good level of perseverance
- Strong networking skills
- An effective and positive team player
- Reliable and well organised
- Confidence and ability to deal with people at all levels
- Ability to work on own initiative
- Ability to work under pressure and to tight deadlines
- Ability to plan and organise own workload
- Commitment to providing great customer service
- Flexible, positive approach
- Ability to model HILS' values, behaviours, and equalities requirements
- Desire to develop personally and professionally.

PART 3: VALUES, BEHAVIOURS AND EQUAL OPPORTUNITIES

HILS' Values and Behaviour Statement:

Our values are fundamental to the way our organisation works and underline our expectations of all of us. Our values are based around the most important parts of our business:



We are **caring**
and **compassionate**



We act with
integrity



We go **above**
and **beyond**

Our clients have high expectations of our services, and as such, we expect everyone who works for HILS to share and act on our values.

HILS' Equal Opportunities Statement:

We do not discriminate against staff on the basis of their gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability or age (protected characteristics). The principle of non-discrimination and equality of opportunity applies equally to the treatment of former staff, visitors, clients, customers and suppliers by members of our current workforce.