

Job Title:	Engagement and Insight Officer
Substantive/fixed:	Permanent (dependent on funding)
Part time:	Full time
Reporting to:	Healthwatch Northumberland Project Coordinator
Base:	Adapt (North East), Hexham <i>(note all roles currently working from home but under review in line with pandemic guidelines)</i>
Salary:	£23,685

BACKGROUND

Healthwatch Northumberland is the independent champion for health and social care across the county. It aims to give a voice to service users, influence positive change to services so they meet the health and social care needs of our communities.

Healthwatch was introduced under the Health and Social Care Act 2012 to help ensure that patients and the public are at the heart of health and social care services. Healthwatch Northumberland is one of 150 local Healthwatch, supported at the national level by Healthwatch England.

Healthwatch works to ensure that people's health and social care needs are heard, understood, and met. Achieving this will mean that local people shape health and social care delivery, influence the services they receive personally, and hold services to account.

Adapt (North East) is contracted by Northumberland County Council to provide Healthwatch Northumberland to 2021 and employs all Healthwatch staff.

Healthwatch Northumberland's functions include:

- Gathering the views and experiences of local people about how they use and access health and social care services
- Analysing the issues and activities in Northumberland and comparing them to those of other counties
- Helping people to access the right services, support and information, and to understand their rights and entitlements
- Reviewing and monitoring the quality of local health and social care services
- Ensuring local people are included in and able to influence service commissioning
- Increasing partnership working and coordinating public engagement in service developments.

ROLE SUMMARY

The main aim of this role is to:

- Work with the Engagement Officer to develop and deliver an annual programme of activities to ensure the needs and experiences of local people are heard and used to improve health and social care services in Northumberland.
- Lead on the analysis and reporting of feedback gathered from engagement activities to provide insights about how health and social care services are operating in Northumberland.

The post holder will:

- Produce statistical and qualitative information and reports from the feedback received from engagement activities.
- Work with the Engagement Officer to plan and deliver face to face and digital engagement activities and projects
- Develop a network of strong relationships with local people and community groups to support timely information sharing on matters of local significance.
- Work with the Communication and Marketing Officer and Assistant to ensure engagement activities and their impact are widely communicated
- Work with the Volunteer Officer to ensure Healthwatch volunteers are involved, supported and recognised for their work.
- Contribute to the work of Healthwatch Northumberland including providing information and signposting services and representing the organisation at public events.
- Network with stakeholders including engagement, patient and service user experience professionals within the NHS, Northumberland County Council and voluntary and community sector organisations.
- Liaise with Healthwatch England and other local Healthwatch to support national/regional/local engagement activities as part of the Healthwatch network.
- Work in support of other colleagues in the organisation as particular needs arise, as directed by the Project Coordinator
- Undertake additional duties as requested by the Project Coordinator which further the aims and objectives of Healthwatch Northumberland

KEY RESPONSIBILITIES

- Analyse data collected following engagement activities, provide feedback, and produce written reports with recommendations and case studies.
- Ensure efficient and professional data collection by collating and recording feedback using CRM database system and reporting information gathered.
- Developing systems as required for staff, volunteers and Board members to record the impact of Healthwatch Northumberland's work
- With the Engagement Officer develop and report on an annual plan of engagement activities that reach communities across Northumberland.
- With the Engagement Officer plan and deliver face to face and digital engagement activities including workshops, focus groups and surveys to gather service users' experiences and views.
- Ensure engagement activities are accessible to people with differing communication needs.
- Support Healthwatch Northumberland volunteers to deliver engagement and insight activities and projects.
- Develop and maintain productive links with a diverse range of communities, groups and organisations including children and young people.
- Provide reports and presentations to the Healthwatch Northumberland Board to show how the engagement plan is delivering the Healthwatch Northumberland Strategic Plan.
- Represent Healthwatch Northumberland at relevant meetings and information-sharing events with partners

PERSON SPECIFICATION

Essential

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| Engagement and Insight | <ol style="list-style-type: none">1. Experience of using a range of research methods (primary and secondary; qualitative and quantitative) and data analysis methods and tools including databases and Microsoft Excel.2. Experience of delivering face to face and/or digital engagement activities with the public3. Ability to develop and maintain constructive working relationships with people from a wide range of backgrounds and experiences4. Excellent negotiating skills and ability to maintain neutrality in challenging circumstances |
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| Communication | <ul style="list-style-type: none">5. Excellent verbal, presentation, and written communication skills, able to convey information and ideas clearly, succinctly, and which appeal to different audiences.6. Experience of producing concise, engaging, focused reports, case studies and recommendations.7. Excellent in person and telephone interview and listening skills and case recording |
| Organisation | <ul style="list-style-type: none">8. Proven ability to prioritise, plan and remain efficient and organised, while dealing with a range of competing demands.9. Experience of working to individual and team objectives10. Driving licence, access to vehicle and willingness to travel independently around Northumberland, the region and, when required, nationally11. Ability to work from home, accessing office systems online. |
| Administration | <ul style="list-style-type: none">12. Sound knowledge and experience of Microsoft Word, Outlook, Excel, PowerPoint and Zoom and/or Microsoft Teams13. Knowledge of basic General Data Protection Regulations and ability to maintain confidentiality |
| Education | <ul style="list-style-type: none">14. Degree level qualification or equivalent relevant training or experience. |
| Personal attributes | <ul style="list-style-type: none">15. Have a positive attitude focused on solutions and making things happen16. Commitment to working towards improving health and social care services for the people who use them and their carers |

Desirable

- 1. Experience of working in a community development or customer service role
- 2. Experience of working with CRM database systems.
- 3. Understanding of health and social care services and support in Northumberland
- 4. Experience of working with volunteers