

**Meeting New Horizons
Healthwatch East Riding of Yorkshire
Community Inclusion & Wellbeing Officer
Job Description**

Overall Objective:

The overall objective of the role is to reach out to and engage with members of different communities within the East Riding to find out their experiences of accessing health and social care. The post holder will play a key role in designing and delivering effective mechanisms for harnessing people's views, and understanding any barriers to accessing services as a result of cultural, religious or language needs.

As part of the statutory role of Healthwatch to inform health and social care providers and commissioners of the needs of local people, this post will also ensure that feedback gathered helps to shape services that meet the needs of all communities.

Specific Duties and Responsibilities:

Networking & Development:

- Conduct a mapping exercise to understand the extent and breadth of the ethnic and cultural communities that are present within the East Riding. Identify initial key stakeholders with the Local Authority, NHS and voluntary sector who may be able to assist in this activity.
- Maintain and develop networks of key stakeholders and community groups, particularly those whose role is of a similar remit, and keep up to date with newly formed groups.
- Liaise with local service providers across public, private and voluntary sectors to obtain an objective view of current service provision and future plans for development.

Engagement:

- Devise and deliver an engagement strategy to systematically and proactively reach out to ethnic and cultural communities, in order to gain trust in Healthwatch and gather experiences of health and social care services.
- Identify barriers to participation by certain groups and communities and seek creative solutions to those barriers.
- Continuously seek out and observe best practice examples and approaches to understanding and engaging with diverse communities.
- Act as the key point of contact for members of the community requiring information about local services, or who wish to share their experiences about services.

- Work with the other members of the staff team to devise and implement tailored plans of engagement to ensure that the voice of ethnic and cultural communities are fully reflected with the Healthwatch workplan programme.
- Identify and attend events on an outreach basis that will provide opportunities for further promotion and engagement with ethnic and cultural communities.
- Attend and participate in the planning and delivery of wider Healthwatch engagement activity.
- Represent Healthwatch at issue-specific boards and networks.

Influencing & Scrutinising Services:

- Develop and deliver a range of techniques to enable members of diverse communities to have their say on how health and social care services can best be designed or tailored to more meet their needs.
- To assist ethnic and cultural communities and local agencies to develop and put in place strategies that will help overcome barriers to accessing health and social care services offered to them.
- To ensure that the views of ethnic and cultural communities are fed into Healthwatch workplan priorities, and to facilitate channels of communication between Healthwatch and decision makers for health and social care services.
- Alert the Delivery Manager if during research or engagement activity, areas of serious concern are identified and require escalating to the CQC or the Safeguarding Board.

Marketing & Volunteer Development:

- In partnership with the Communications & Engagement Officer, develop a range of marketing material that is tailored to different communities.
- To identify opportunities for increasing reach and engagement through social media channels.
- To lead on the development of video and online media to best promote Healthwatch and encourage engagement across different communities.
- Build awareness amongst the wider staff team in creative ways of involving diverse communities.
- Contribute to the Healthwatch monthly newsletter, ensuring content is appealing and relevant to diverse communities.
- Working with the Volunteer Coordinator to develop Healthwatch volunteering roles and practices to increase appeal to a more diverse audiences.

Research:

- Analyse key strategic documents outlining local priorities such as the Health and Wellbeing Strategy to identify priorities relating to ethnic and cultural communities and assess the remit of Healthwatch within these strategies.
- To undertake research on behalf of Healthwatch into areas of policy / strategy and their relationship with ethnic and cultural communities.
- To keep up to date with local, regional and national developments and to inform the wider Healthwatch team as appropriate.
- Develop and share best practice with other local Healthwatch organisations and ensuring that models of excellence highlighted by Healthwatch England are used to best effect to enhance the operation of Healthwatch East Riding of Yorkshire.

Performance Monitoring:

- Populate the database for the collation of views and intelligence gathered from a variety of activities and sources.
- To produce qualitative and quantitative reports highlighting the views and opinions of the wider community.
- Support the Delivery Manager in identifying trends in issues and concerns raised by patients and the public or gaps in provision.
- Monitor the effectiveness of outreach plans and adjust accordingly.
- Support the Delivery Manager in the collation of monthly and quarterly reports through the provision of timely information relevant to the role.
- Support the Delivery Manager in the collation of information for the Annual Report.

General Duties:

- To ensure that members of your team and wider Meeting New Horizons/Hull CVS are kept adequately informed of your work as appropriate and that information is provided as requested by your line manager.
- To participate in planning and team building activities within Meeting New Horizons/Hull CVS.
- To take part in supervision / appraisal meetings as agreed in line with Meeting New Horizons/Hull CVS policy.
- To undertake in-service training as appropriate.
- To respect confidentiality of all information acquired through working at Meeting New Horizons/Hull CVS within the framework of the confidentiality policy.
- To work in a self servicing capacity.
- To adhere to Meeting New Horizons/Hull CVS policies and procedures.
- To undertake any other duties commensurate with the level of responsibility of this post which you may be asked to undertake by the Meeting New Horizons/Hull CVS Chief/Deputy Chief Officer.