## 

## **Job Description**

Job Title: **Comms and Engagement Apprentice**

Contract Type: **Monday-Friday 9-5**

Salary: **£6.00 Per Hour**

Location: **Droitwich Medical Centre/Remote**

Reports to: **Comms and Engagement Lead**

Direct Reports: **None**

**SW Healthcare (SWH)**

Here at SW Healthcare, we believe in empowering people and changing lives. We are a Healthcare Federation serving all of the 31 NHS GP Practices in South Worcestershire and serving over 300,000 patients. Our connected approach combines deep expertise, collaborative development, and scalable technology to deliver high-quality outcomes, supporting real change for our patients throughout the Primary Care Network.

**Job Purpose**

Working into our Comms and Engagement Lead, you’ll be assisting with a variety of tasks to help us ensure our messaging reaches the wider community, and helps our patients to better manage their health.

**Key Internal Stakeholders**

Comms and Engagement Lead

PCN’s

Senior Management Team

HR and Training Manager

CEO and Board

**Responsibilities**

* Social media – scheduling weekly posts across all of our networks, and responding to comments and direct messages on behalf of SW Healthcare and our providers.
* Content creation and curation – generating thoughtful and timely articles and pieces for our blog and newsletters, which are of interest to our diverse and engaged audience.
* Website management – posting updates (such as job postings and blogs) to our website as required, as well as ensuring all of our online presences remain consistent and up-to-date.
* Press handling – ensuring that press queries are responded to in a timely manner, and keeping abreast of potential opportunities for comment.
* Engagement and outreach – identifying potential opportunities for us to better communicate with our local community, as part of our move into an Integrated Care System, and working with the C&E Lead to present ideas to the wider team.

**General Accountabilities**

* Maintaining an upbeat and calm demeanour, remaining professional at all times
* Supporting colleagues to enjoy their work and view their wellbeing as important
* Championing good communication, equality and diversity and best practice
* Autonomously undertaking and maintaining your own CPD and supporting positive learning attitudes
* Willingly taking on other administrative duties as directed by the SW Healthcare Management Team

**Location**

This position will be based in Droitwich Medical Centre, Ombersley Street East, Droitwich Spa, WR9 8RD, however working remotely will also apply, with attendance at the office as required (to comply with current Government Guidelines).

***This job description may be reviewed in light of changing organisational and service needs. Any changes will be thoroughly discussed with the post-holder. The post-holder may also be required to carry out other work appropriate to the grade of the post.***

**PERSON SPECIFICATION**

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| **Job Title: Comms & Engagement Apprentice** |
| **Person Specification**  You’ll need to be a “people person,” able to communicate effectively both online and face-to-face. An interest in public health and wellbeing would be a definite bonus, as would experience of social media and/or online content creation.  You’ll need to be able to discreetly handle patient queries in a responsive and thoughtful manner, and will be a real team player – capable of working with people outside of SW Healthcare, as well as within. |
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| **Essential/Desirable (E/D)** |  |
| IT literacy in Microsoft applications (Outlook, Word, Excel, PowerPoint) | E |
| Proficiency in using social media platforms (Facebook, Instagram, Twitter) | E |
| Highly motivated, dependable, open, and reliable. | E |
| Ability to respond flexibly and efficiently and adapt approach to address queries from patients and staff | E |
| A self-starter, possessing the drive and determination to gain the right support and resources | E |
| A positive team player with ‘glass half full’ approach | E |
| Proficiency in using web design or social media management platforms (Squarespace, Hootsuite) | D |
| Creative and/or design skills, and an eye for following and building upon brand guidelines | D |
| An ‘outside the box’ thinker, confident in pitching new ideas and able to effectively implement feedback | D |
| Highly organised, able to manage a high volume of day-to-day queries while staying on track with long-term projects | D |
| Passionate about health and wellbeing | D |