

Job Description and Person Specification

Assistant Communications Officer

Job Details	
Grade	5
Service	Public Health - Coventry Health Determinants Research Collaboration
Location	One Friargate
Job Evaluation Code	P1189D

Coventry City Council Values
<p>We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:</p> <p>Open and fair: We are open, fair, and transparent.</p> <p>Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be.</p> <p>Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing.</p> <p>Create and innovate: We embrace new ways of working to continuously improve the services we offer.</p> <p>Own and be accountable: We work together to make the right decisions and deliver the best services for our residents.</p> <p>Value and respect: We put diversity and inclusion at the heart of all we do.</p>

Job Purpose

The Coventry Health Determinants Research Collaboration (HDRC) is a part of a national programme funded until 2027 by the National Institute for Health and Care Research (NIHR). It aims to increase the use of research in councils, so services are better and fairer and can help people have better life chances.

The multiskilled HDRC team is based in the Public Health Department of the Council. The team is responsible for developing and managing the work programme of the HDRC, working with the Coventry University, the University of Warwick, as well as other partners from the community and voluntary sectors, NHS, other Councils and Universities. Importantly also engagement and involvement with members of the public.

This is an exciting and time to work in the Coventry HDRC, as it's a brand-new programme and we are developing new ways of working in the council, new research projects, and importantly looking to involve local people in research. If you are an individual that is committed to achieving the best outcomes for people across Coventry, our team can help you make a difference through high-quality professional support, supervision, and excellent learning and development opportunities. [You can learn more about the programme here.](#)

The Coventry HDRC communications and engagement plan aims to support development of the HDRC research infrastructure and culture change by ensuring that all stakeholders are fully informed of the rationale, progress and intended benefits of the HDRC. So that the HDRC effectively develops, meets required milestones, and enables evidence-based practice and research to improve health and reduce health inequalities. Effective engagement of local communities and involvement of member of the public is key to the success of the communications and engagement plan and the HDRC.

The post will operate within the Council's HDRC team and will work closely with and have professional support from the Council's Communication team. The post will operate under the direction of the Director and Head of Coventry HDRC and line management from the HDRC Public Involvement Officer. They will work closely with the HDRC Programme Officer and other members of the HDRC team and collaboration.

This post will require flexibility and the ability to work across all functions of the HDRC collaboration and communication partners.

Main Duties & Key Accountabilities	
Maintain and develop the Coventry HDRC communications and engagement plan.	
To undertake key tasks which support the efficient delivery of initiatives and events connected with HDRC work.	
To support the HDRC general communications objectives.	
Support the effective development, implementation, and delivery of HDRC communication and engagement campaigns and initiatives.	
Deal with media enquiries, write and distribute news releases, write for HDRC social media channels, the website, intranet, leaflets, brochures, and internal and external publications.	
Work with internal and external suppliers of services, e.g. design agencies, printers, local media, caterers etc. to help with the work of the HDRC and the Communications team.	
To support the HDRC community engagement activity including developing engagement materials and approaches, supporting, organising and promoting community engagement activities, and developing relationships with community groups.	
Any other duties and responsibilities within the range of the salary grade.	

Key Relationships			
External:	<ul style="list-style-type: none"> • University Hospital Coventry & Warwickshire • University of Warwick • Coventry University • Voluntary Sector Organisations • National HDRC Communications Team • Other HDRC Communication leads • Community Groups • Members of the Public Contributing to the HDRC • External communications agencies 	Internal:	<ul style="list-style-type: none"> • HDRC Public Involvement Officer • HDRC Programme Officer • Head of Coventry HDRC • Director of Coventry HDRC • HDRC team • Public Health Team • CCC Communications team • Other services areas within the Council • HDRC Communications Consultant

Standard Information
<p>Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.</p> <p>Training The postholder must attend any training and undertake any development activities that are identified as mandatory/beneficial to their role.</p>

Responsible for
N/A

Person Specification	
Requirements	
Knowledge	Ability to work with a wide range of people, including senior managers, councillors, and the media
Knowledge	An understanding of and interest in marketing, communications, media relations and effective targeting of communications tools
Knowledge	Basic understanding of research and wider determinants of health
Knowledge	Knowledge of equality of opportunity in service delivery
Knowledge	An understanding of politics in communications
Skills And Ability	Effective communicator, in writing, on the telephone and in person.
Skills And Ability	Demonstrates good organisational skills, sets own high standards of performance
Skills And Ability	Tact and diplomacy in all interpersonal relationships with the public and colleagues
Skills And Ability	Self-confidence and willingness to deal with difficult situations

Skills And Ability	Demonstrates good IT literacy with the ability to learn new software packages
Skills And Ability	Ability to recommend innovative solutions to problems to maximise the Council's communications objectives
Experience	Developing and/or delivering marketing and communications plans and initiatives
Experience	Working and delivering to tight deadlines
Experience	Using different communications channels to target a wide audience
Qualification	Good general standard of education

Declaration			
Reviewed/Created By:	John Wilcox		
Job Title:	Head of Coventry HDRC	Date:	12/4/24