

“Working in partnership to influence and transform Health and Social Care”



Job Description

Post:	VCSE Communications, Engagement & Involvement Lead
Responsible to:	VCSE Sector Lead
Hours:	28 hours per week (0.8)
Salary:	£37,500 – £40,000 Pro rata
Location:	Based at Perkin House, Bradford 1
Special conditions:	As part of this role, you will be required to work and travel across the Bradford District and Craven. While the VCS Alliance supports hybrid working, there is an expectation that you will be in the office for at least two days per week.
Benefits:	28 days annual leave per year (Pro Rata) plus bank holidays, an additional day of leave for your birthday, Employee Assistance Programme, hybrid working, workplace pension, opportunities for professional development and free office parking.

Purpose of the Post

To ensure the development of a strategic communication, marketing, and engagement strategy for the Voluntary, Community and Social Enterprise (VCSE) sector within the Bradford District and Craven Health and Care Partnership. Emphasise and amplify the VCSE's role in enhancing population health addressing health inequalities and fostering

collaboration across the wider system. Lead the representation of the VCS Alliance, and wider VCSE sector, in strategic meetings across Bradford District and Craven. Develop and maintain relationships with a variety of stakeholders operating at grassroots and strategic levels, including Communications Leads at Community First Yorkshire, Public Health and the NHS.

Background

This is an exciting new opportunity to develop a strategic approach to VCSE voice and influence across the Bradford District and Craven Health and Care Partnership to support good population health and health inequality ambitions, specifically relating to healthy minds, healthy children and families and healthy communities. These are three of the five priorities for our Bradford District and Craven Health and Care Partnership.

Our Bradford District and Craven Health and Care Partnership, in collaboration with Bradford Council, NHS West Yorkshire Integrated Care Board and VCSE infrastructure support organisations, have commissioned a new transitional VCSE Activation Contract.

This contract will:

- Strengthen the Sector – through improving the capability of, and address weaknesses in, organisations that directly divert citizens from the statutory health and social care system.

- Activate the Voice and Influence of Citizens and the VCSE Sector to ensure insight and experience of diverse citizens and VCSE organisations inform and support activity which takes pressure off front line health and social care services.
- And will seek out the voices and insight of the most marginalised communities and those of the VCSE organisations that are working with and supporting those groups to achieve the outcome described above. This citizen voice is a key theme to how we make decisions across our place – Bradford District and Craven.

During this coming year we will work together as partners driven by our ethos to 'Act as One' to focus on our shared ambition of people living 'happy, healthy at home'. Specifically taking pressure off front health and care front line services

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General Requirements

- Undertake personal training as required.
- Attend regular supervision sessions and staff meetings.
- Support general VCSA administration by handling inquiries via the telephone, email, and drop-ins.
- Provide relevant information for VCSA's newsletter/s, mailings, website, and social media.
- Comply with all organisational policies and procedures.
- Promote VCSA with all stakeholders during the duties of your work.
- Undertake any other duties prescribed by your line manager.
- Ensure you live our values of equality, diversity, inclusion and belonging.
- Deputise for senior managers as required.

Equal Opportunities

VCSA is committed to promoting equality, diversity and inclusion, anti-discrimination and anti-oppressive policy and practice. Everyone who comes into contact with the VCS Alliance and its staff and volunteers will be treated with dignity and respect and will not be discriminated against directly or indirectly on the grounds of any protected characteristic described in the Equality Act (2010) including their gender identity, sex, race/ethnicity, religion, marital status, sexual orientation, mental health status age or disability. Job applicants, employees, volunteers and service users will be entitled these protections too.

Notes

All jobs are subject to change from time to time and this job description will be reviewed regularly. This post is subject to a 3-month probationary period and will be subject to a Basic Disclosure and Barring Service check. Applicants must be eligible to work in the United Kingdom.

Person Specification

Skills and Experience	Assessment
At least three years' experience working in the VCSE, NHS or wider public sector.	Application
At least two years' experience effectively managing and developing people and teams.	Application
Ability to work at both a strategic and operational level and take a long-term view while juggling day-to-day, hands on, unforeseen or time sensitive tasks.	Interview
In-depth understanding of engagement approaches and methodologies, including coproduction, direct involvement, outreach engagement and reaching seldom heard voices.	Interview
Strong understanding and experience of all aspects of communications, including strategic planning, media and public affairs, digital communications, campaigns, and internal communications.	Application & Interview
Experience of designing and delivering robust communications and engagement strategies and plans to support sensitive or high-profile change or transformation programmes.	Application & Interview
Experience of brand development, positioning, and narrative development.	Application

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Experience of providing expert communications and engagement advice and briefings to senior directors and stakeholders with the gravitas to provide challenge.	Application
Experience of developing outcome-focused metrics and performance management.	Application & Interview
Experience of successfully managing, influencing, and negotiating with individuals and groups in complex, emotionally stressful or highly contentious situations.	Application/Interview
Experience of ensuring compliance against key accessible communications standards, including across our online channels (website and social media).	Application/Interview
Able to manage own and team's workload and competing priorities - working to tight and often changing timescales and whilst considering and applying latest ideas and directives to improve services.	Application/Interview
Excellent communications skills, including oral, written and presentation skills, segmenting audiences, and tailoring content appropriately.	Application/Interview
Exceptional editorial and copywriting skills with a meticulous attention to detail and the creativity to translate complex ideas into clear, engaging, people-focused content.	Application/Interview
Knowledge	
A good understanding of the challenges and opportunities for the VCSE Sector in the current environment.	Application / interview
A good understanding of health and care systems and the current challenges they face	Application / interview
Professional passion for innovation and exploring new methods of communications and engagement.	Interview
Values	
Commitment to diversity and inclusion.	Interview
Commitment to working sustainably.	Interview
Demonstrates honesty, openness and respect for everyone.	Interview



If you would like to know more about this exciting opportunity or if you have any questions - please contact Nick Rogers, Operations Director in confidence on email: nick@thevcsalliance.org.uk

Opportunities with The VCS Alliance and External Partners - The VCS Alliance

Closing date: Sunday 14th July at 11.59pm Interviews will take place week commencing 22nd & 29th July 2024.

For further information about how to apply visit www.thevcsalliance.org.uk