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**JOB DESCRIPTION**

**Community Engagement Network lead**

**MAIN PURPOSE**

To provide a critical role as Community Engagement Network Lead within Staffordshire’s Healthy Communities Service. This post will have three main components:

* Community Networking and building partnerships
* Service promotion and establishing referral pathways
* MECC delivery

**These elements will require the post holder to:**

* To support the Deputy Service Manager to develop and co-ordinate a community engagement strategy, which include arranging and facilitating events and targeting specific groups particularly those in areas of greatest need, to tackle inequalities in health through promoting and supporting people to develop healthier behaviour and lifestyle choices.
* To support the Deputy Service Manager with monitoring the throughput for services, quality service delivery and quality outcomes.
* To connect and liaise with local providers, organisations, clubs, and services to enhance local knowledge and promote long-term prevention of ill health and health inequality and promote sustainability of local resources and communities.
* To identify and investigate opportunities when working in the community to support service promotion including local events, media, community talks etc.
* Ensure the service is integrated within a range of different partners/key stakeholders, to ensure the service is delivered proportionate to need and encompassed by strong entry and exit routes, reflective of the local third sector and wider agencies.
* Deliver / supporting Making Every Contact Count training and Brief Intervention sessions within the required Staffordshire Competency Framework. Acting as key link on MECC with organisations across Staffordshire to raise awareness of the services and ensuring knowledge of the services can reach the residents who might benefit from it.
* Support the local health and wellbeing infrastructure, contributing toward District, Borough and countywide meetings, enhancing local networks and agendas to ensure cohesive service delivery in line with existing services.

**SUMMARY OF RESPONSIBILITIES AND DUTIES:**

* Engage with existing organisations across the public, private and charitable sectors to embed the service and increase referrals to the service.
* Work cohesively with the local Districts, Boroughs and CCG’s to enhance relationships and strengthen locality awareness within delivery teams.
* Build strong relationships to support the contract to establish strong referral networks, working with a range of partners Community organisations, workplace settings and voluntary sector, to promote and embed the service, referrals and service benefits to health within settings.
* Map the local area to support the multi-disciplinary teams with their supportive offer, ensuring it is embedded within sustainable services local and accessible to individuals.
* Coordinate opportunities for Tier 1 service delivery, taking into account need, demand and proportionality in line with outcome measures assigned within the contract.
* Represent the service with a professional attitude at all times, building strong, meaningful and productive relationships with partners.
* Support the delivery team, by opening doors for delivery opportunities across the county.
* Support the Deputy Service Manager and Marketing and Communications Teams, utilising social marketing principles and market segmentation tools to inform engagement strategies.
* Embrace collaborative approaches to engagement, maximising community asset based approached for significant community engagement, identifying and developing opportunities for collaboration with other organisations and wider community development activity.
* Support the service to achieve contractual performance indicators, demonstrating a wide range of community engagement methodologies at all times.
* Support the service’s volunteer engagement strategy.
* Keep accurate records and written reports, ensuring community development activity is recorded accurately to ensure effective CRM (Client Relationship Management).
* Be compliant with all relevant policies, procedures and guidelines; including the appropriate code(s) of conduct associated with this post; maintain awareness of safeguarding issues, report and acting on concerns in accordance with Everyone Health and Local Authority policies and procedures.
* Take responsibility for own CPD and participate in Everyone Health’s induction, training and continual professional development as required; recognise and work within own competence and professional code of conduct as regulated by professional body.
* Prioritise, organise and manage own workload in a manner that maintains and promotes high quality.
* Lead in the evaluation of partner relations to ensure collaborative approaches are embraced in relation to service development and the effectiveness of care.
* To work within the requirements of the 6 C’s: care, compassion, competence, communication, courage and commitment.
* Ensure that commitment to equality and diversity is reflected at all stages of project planning, delivery and evaluation, in line with agreed service standards.
* Be an ambassador for Everyone Health, promoting the service to members of the public and other stakeholders/ partners, where appropriate.

**PERSON SPECIFICATION**

1. **SKILLS & ABILITIES**

* Have strong interpersonal and communication skills
* Are flexible with good time management, project management, planning and organisation skills
* Possess experience of identifying community skills, assets, issues and needs and involving communities in service evaluation and development
* Are adept in using behaviour change models within a work context.
* Are experienced in raising public awareness on issues relevant to the health of the community
* Have extensive knowledge and experience of community development and engagement, with sound understanding of multiple risk factors that can affect individuals, particularly those in the most vulnerable and deprived communities.
* Possess experience in building strong links and relationships with a diverse range of groups, organisations and agencies
* Can demonstrate an operational capability to plan, attend and run successful meetings and events

1. **KNOWLEDGE**

* Knowledge of relevant community development, health and social policy.
* Extensive knowledge and experience of community development and engagement, with sound understanding of multiple risk factors that can affect individuals, particularly those in the most vulnerable and deprived communities.
* Knowledge of populations who experience social anxiety or isolation and affects on health.
* Knowledge of social marketing approaches and use of market segmentation tools, with a focus on identifying triggers for behaviour change.
* Strong knowledge of methods and channels for engaging with a wide range of stakeholders from a variety of backgrounds.
* A comprehensive knowledge of good communications and engagement practice and how to translate practice into innovative and effective solutions.
* Knowledge of effective project management principles.
* A demonstrable understanding of health inequalities and approaches used to tackle these.

1. **EXPERIENCE**

* Must possess a minimum of 1 year experience working in a community-based service or Public Health
* Have previous experience or a strong interest in delivering health and wellbeing services.
* Display strong knowledge and an awareness of key health messages the around the benefits of a healthy lifestyle, mental wellbeing and managing key risk factors: smoking cessation, diet, physical activity, weight management and alcohol consumption.
* Building strong links and relationships with a range of groups, organisations and agencies.
* Liaison with interested groups and individuals to set up new services.
* Planning, attending and coordinating meetings and events.
* Encouraging participation in activities.
* Managing own workload, to ensure tasks are completed on time and to a high standard.
* Using software systems to document, collate and evidence work.

1. **QUALIFICATIONS**

* Educated to degree level or equivalent demonstrable experience that qualifies, assures and satisfies ability to fulfil all aspects of this role.

1. **SPECIAL CONDITIONS**

* Highly motivated self-starter with resilience, determination and the ability to see jobs through to completion.
* Role incorporates evening / weekend working, with variable high levels of travel across Staffordshire, working in a variety of settings including the community and community centres.
* Full Driving license, Ability to travel across Staffordshire. Access to a ‘business insured’ car for work.
* Evidence of a personal commitment to continuing professional development and to maintaining an up-to-date professional knowledge supporting the development of business within the company.
* This post involves working with children / young people / vulnerable adults and as such the post holder will be required to apply for a disclosure of criminal records at an enhanced level (DBS).

**6. SAFEGUARDING**

Everyone Health Ltd is committed to safeguarding and promoting the welfare of the adults, young people and children who use the services. All staff have a responsibility to report any identified concerns of abuse or exploitation through the appropriate route in line with the respective policies and procedures.