Health and Social Care Alliance Scotland

### JOB DESCRIPTION

Job title Events and Communications Officer

## Employer Health and Social Care Alliance Scotland

## Reporting to Interim Director of Policy and Communications

**Salary £25,408**

**Strategic Outcomes of the ALLIANCE**

* Innovation and transformational change across health and social care, driven by person-centred and rights based approaches and the principles of co-production and self management
* Policy and practice shaped by disabled people, people with long term conditions and unpaid carers, regardless of race, gender, sexual orientation disability, age, religion, or any other status
* Person centred approaches and third sector involvement within the planning and delivery of health, social care, and integrated services

Purpose of role

To support and contribute to the ALLIANCE’s strategic aims through the planning, designing and delivery of high quality events (both in-person and online) and communications.

**Events**

* Work with ALLIANCE staff, members and partners to develop a programme of events that supports delivery of the ALLIANCE aims.
* Be responsible for providing support to all aspects of ALLIANCE events, including events being led by other members of ALLIANCE staff, including: planning; marketing; arranging and communicating with speakers; developing programmes; ensuring accessibility and the effective and efficient administration of events– this will include membership events, self management month and consultation events.
* Organise the ALLIANCE annual conference and digital gathering activities
* Raise awareness and maintain a high profile for ALLIANCE programmes and activities
* Embed and implement events and communications policies and practice across the organisation (e.g., events checklists, standardised social media content plans)
* Develop and oversee effective systems for events administration
* Develop and implement systems to monitor and evaluate ALLIANCE events (individually and as a programme)
* Secure support for contributions to events from partners and other stakeholders
* Any other duties which are required

**Communications**

* Support and contribute to updating and implementing the ALLIANCE Communications Strategy internally and externally
* Proactively promote the ALLIANCE and identify opportunities to raise the profile of the organisation and its activities
* Contribute to the development of ALLIANCE communication materials including embedding accessible communications
* Write content for and update the ALLIANCE website to support effective communication
* Support media activity including drafting press releases and liaising with journalists
* Manage and regularly update content for the ALLIANCE social media
* Support the development, analysis of and evaluating the impact of social media channels and website
* Liaise with Membership and Storytelling Initiatives Officer to develop opportunities for ALLIANCE members and partners across the country to create and share stories
* Support ALLIANCE members and programmes to share their work
* Work with the Digital Manager to co-ordinate digital communications and productions to both internal and external audiences; including ALLIANCE Live
* Any other duties as required.

**Health and Social Care Academy (the Academy)**

* Provide support to deliver high quality communications and events and associated reports.
* Provide general administrative support for the programme and activities
* Support the Academy Manager in engaging with relevant public sector bodies, including the Scottish Government, health boards, local authorities, Health and Social Care Partnerships
* Support the effective evaluation of impact of the Academy programme
* Any other duties as dictated by the evolving nature of the Academy programme.

**Administration**

* Manage online accounts
* Raise purchase orders and assist with credit control
* Manage shared mailboxes e.g. event@ and communications @
* Book venues, manage event admin including delegate lists, preparing delegate packs and provide support at events
* Process, gather, analyse feedback, surveys etc. and present in written reports
* Ensuring DPIAs and privacy statement relating to role are kept up to date and updates communicated to relevant staff
* General administrative support.

**Data Protection**

In line with national legislation, and organisational policy, you will ensure that all data is processed in a fair, lawful and transparent way, for the specific registered purpose and will not allow data to be disclosed in any way incompatible with such purpose or to any unauthorised persons or organisations. This will include ensuring that DPIAs and privacy statements are produced and authorised in advance, with fair notice and in line with policy.

### PERSON SPECIFICATION

**Essential**

* Excellent communications skills
* Experience of administering, developing, overseeing and evaluating events
* Excellent interpersonal skills
* Experience of engaging with people in interactive and creative ways
* Understanding and commitment to equal opportunities and non-discrimination
* Strong understanding of accessibility issues
* Ability to work effectively as part of a team
* Good organisational and administrative skills
* Good understanding of data protection legislation and how it relates to the role
* IT skills in word processing, email, internet and databases

**Desirable**

* Educated to degree level or equivalent
* Experience of writing press releases and reports
* Understanding of membership organisations/networks and an enthusiastic approach to involving, supporting and responding to stakeholders
* Understanding of the voluntary sector