

Digital Communications and Policy Support Officer

a) Job Specification

Job Purpose: To help the Directors of LPC and Contractor Support and Communications (*the Directors*) to make better use of digital technology to strengthen Community Pharmacy England's relationship with LPCs and to promote community pharmacy more widely.

Reports to: The Digital Communications and Policy Support Officer will report to the Pharmacy Communications Manager (who will have line-management responsibilities) with a reporting line to the Director of LPC and Contractor Support.

Specific duties and responsibilities

Digital Communications

- Prepare a range of digital communications – including infographics, social media templates, and animations – to help expand Community Pharmacy England's reach and meet its communications objectives.
- Prepare newsletters and social media posts – aimed at both pharmacy owners and LPCs.
- Support the analysis and understanding of the effectiveness of Community Pharmacy England's communications work and help prepare reports on this for the Communications and Public Affairs Subcommittee.
- Drafting of communications materials to deliver announcements and relevant messages in accessible formats.
- Supporting the delivery of Community Pharmacy England digital training and engagement events for pharmacy owners.

LPC Communications from Community Pharmacy England

- Work closely with the Directors and the Pharmacy Communications Manager to ensure that Community Pharmacy England is providing timely and useful information and resources to LPCs.
- Manage and draft email newsletters to all LPC Members, including monitoring the performance of these digital communications.
- Manage the content of the LPC-only pages of Community Pharmacy England's website.
- Work with the Directors to develop a new LPC engagement strategy, then deliver and administrate new digital networking and communications tools for LPCs in line with this.

LPC Websites

- Provide first-line support for LPC website administrators using the Community Pharmacy England template and escalating issues where necessary.
- Support ongoing development of LPC websites, including in line with possible rebranding exercises.
- Provide tools and resources to help LPCs to constantly improve the standard of their websites and to ensure that all contractors get consistent access to information from their LPC.

LPC Events

- Provide communications functions and support for LPC events including the annual conferences, training events, briefings and webinars.

Support the Director of Contractor and LPC Support

- Prepare engaging digital communications to share best practice to LPCs and contractors working in Primary Care Networks (PCNs).
- Provide insight and good practice from LPC Communication Officers to collate and share best practice.
- Support the administration and communication relating to PSNC and LPC operations team (PLOT)
- Support the administration and communication relating to the National Forum of LPC Representatives
- Support communications between PSNC's LPC and Contractor Support (LCS) Subcommittee and LPCs.

LPC and Community Pharmacy England projects

- Support the Director of Contractor & LPC Support and the Chief Executive with implementing the future vision for contractor representation and support.
- Support the delivery of project communications and engagement activity for key stakeholders – draft communication material as required, support the logistical delivery of engagement events working with Community Pharmacy England office managers.
- Provide assistance to project sponsors, and support the coordination of project information for internal and external programme stakeholders.

Support the Communications Team

- Work with the Communications and Public Affairs Team to maintain and draft guidance for LPCs to support their communications in line with a national strategy.
- Provide relevant intelligence and content from LPCs to the Communications and other teams to support policy work and other communications.
- Assist with pharmacy press queries and provide support – both resources and advice – for LPCs to help them with local media work and press queries.
- Support delivery of the Public Affairs strategy and implementation of the new engagement strategy for Community Pharmacy England.

b) Postholder Requirements/Person Specification

Skills and abilities:

- A good working knowledge of a wide range of digital communications tools including social media, webinar software, email newsletters, Google analytics and design software.
- A flair for digital communications design work.
- Highly developed writing skills and the ability to communicate with a specialist audience.
- The ability to work to deadlines and under pressure.
- Enthusiasm for the health sector and/or experience working in health or pharmacy.
- Good networking and relationship building skills.
- The ability to work remotely as part of small, busy team.

February 2023