
Job Description

Post: Outreach Engagement Officer
Salary: £17,878.80 (FTE £29,798)
Hours: 22.5 hours per week
Reports to: Director of Clinical Services
Accountable to: CEO

Job Summary

We are looking for enthusiastic Outreach Development Officer to join our Living Well Team. You will work closely with the Family & Bereavement Support Team & our Marketing and Income Generation Teams to improve the misconceptions and myths about hospice care and raise awareness of the support available to local communities.

The purpose of the role is to engage with health & social care staff to improve understanding of hospice care to support timely appropriated referrals. To engage more meaningfully with local communities to increase their understanding of what hospice care & support can offer before they need hospice services so the anxiety about being referred to the hospice is reduced and to improve confidence to talk about this type of care.

You will coordinate and deliver community-based activities that supports engagement and interactions with the local community and health and care professionals. You will deliver key information about Hospice care and support & myth-busting messages through a variety of methods, using evidence-based approaches to reach target communities. By working with and through communities you will identify and breakdown barriers that can impact on engagement with Hospice services.

Overall aims:

- To educate the public about hospice care and support and impact on the misconceptions in local communities.
- To increase connectivity with health and care services, the third sector and the community and promote partnership working.
- To identify key dates and campaigns and develop and co-ordinate collaborative events with other partners to raise awareness of hospice care in local communities.
- To increase understanding of what hospice care is and to reduce the fear that can impact on appropriate referrals.
- To educate that Hospice care is for all members of the community.

Key areas:

- Building relationships and connectivity with the health and care community including third sector and community organisations.
- Identify key community groups to work in partnership on shared issues.
- Working collaboratively with internal (particularly MIG & Family & Bereavement Support Team) and external teams to identify national campaigns and develop joint events with partners.

- Support and contribute to the development of EVH & Jigsaw community outreach offer & attend team monthly meetings to feed into wider outreach work.
- Developing and delivering supported & education sessions alongside volunteers and subject matter experts and partner organisations with aligned ambitions.
- Assist with organising and booking engagement and outreach sessions and ensure the information is shared with those that need to know.
- Communicating with all partners about EVH and Jigsaw services including outreach work through attendance at identified network meetings and events.
- Writing reports to highlight outreach activity, community need, perceived gaps in service provision and service user feedback.
- Working flexibly and closely with the wider leadership team to support the services.
- attend key networking and actively engage to promote key messages, hospice tours and talks e.g Action for Health, Mental Health Provider Forum
- improve awareness within communities of hospice care & living well support whilst myth-busting common misconceptions.
- identify and engage the hard-to-reach communities
- signpost to relevant support and resources including partners
- identify potential partners to work together to localise national campaigns and make messages relevant to local communities
- be part of the bridge between communities and local hospice organisations. provide valuable intelligence on community perceptions, attitudes to Hospice Care
- deliver myth-busting and other awareness sessions as required to support the Living Well Team
- capture feedback from a range of sources to inform future developments & provide updates for Senior Management Team

The post-holder will work autonomously but as part of a wider Living Well Team.

Person Specification

Knowledge and qualifications	Essential	Desirable
Educated to A-level or equivalent, or relevant proven experience.	✓	
Relevant management, leadership or clinical qualification.		✓
Experience in Health and Social Care		✓
Experience		
Experience of working in relationship management.	✓	
Experience of working with, facilitating and managing groups	✓	
Experience and Knowledge of Palliative Care		✓
Political awareness and proven negotiation skills.		✓
Skills and abilities		
Good organisational skills	✓	
Ability to work autonomously	✓	
Excellent negotiating and influencing skills	✓	
Excellent communication skills	✓	
IT literate and strong analytical skills	✓	
Strong networking and relationship management skills	✓	
Ability to work calmly and methodically under pressure	✓	
Ability to multi-task and use initiative	✓	
Personal qualities		
A positive, self-motivated and enthusiastic attitude to work.	✓	
Committed to the values and philosophy of Eden Valley Hospice	✓	
Willingness to work some evenings and weekends to fulfil the requirements of the post.	✓	
Independently mobile with the ability to travel around North Cumbria and the North-East area	✓	
Ability to act on own initiative as well as a team member	✓	

This role will be subject to an enhanced Disclosure and Barring Service (DBS) check