



Public Health Programme Officer – digital and partnership engagement

Reports to:	Public Health Programme Officer – digital and partnership engagement		
Department:	Service Reform and Strategy	Grade:	SO2
DBS Status:	Basic	Politically restricted:	No
<p>Job Purpose: The post holder will:</p> <ul style="list-style-type: none"> • Be responsible for supporting on the implementation of digital solutions related to health promotion and reducing health inequalities in Brent. • Support with the delivery of the 'Joy App' rollout across the Borough, by assisting with the development and management of the 'Marketplace' (directory) element, helping to build, shape and maintain a single database of services for all council, NHS and voluntary sector services across Brent. • Proactively engage with services and agencies across NHS, Local Authority and Community, Faith and Social Enterprise Sectors, providing technical support and assisting them to onboard services on the platform. • Be responsible for the day-to-day administration and management of the directory, providing digital and management support ensuring information on services and support offers is accurate and updated regularly and alert organisations on developments or if they need to update their information accordingly. • Monitor the latest trends and best practice in digital engagement, and support with the development, design, and distribution of comms and engagement content relating to the rollout of the Joy App across the Borough. • Support with the creation and distribution of questionnaires to gather feedback from residents and stakeholders and help to provide innovative solutions to service improvement. • Monitor and optimise the platform, ensuring content is consistently high-quality and well-structured database of preventative services, which lead to improved outcomes for Brent residents. • Work with the Public Health Digital and Partnerships Engagement Programme Officer to promote events and activities that are taking place. • Support the Public Health Digital and Partnerships Engagement Programme Officer to write reports for Council meetings and other partnership meetings, and participating and being proactive in Public Health team meetings 			
<p>Values Collaborate proactively. Lead inclusively. Embrace change. Be bold and curious. Celebrate and share our success.</p>			
<p>Job specific roles and responsibilities</p> <ol style="list-style-type: none"> 1. Using digital expertise to provide programme management support for the delivery of digital platform rollout across Brent to improve access to local services, enabling 			

residents to receive holistic, high-quality support and a smoother more satisfying digital experience when interacting with local services.

2. Responsible for developing and maintaining the 'Marketplace' (directory) element of the Joy App in Brent, helping to build and maintain it as a single joined-up database of services for all council, NHS and voluntary sector services across the Borough.
3. Working with partners and providers across the system, support with the onboarding of all local service from each of the resident's potential needs including Council and NHS services, voluntary and community organisations, faith groups and others onto the Joy App Marketplace (directory).
4. Take proactive role to ensure that the information and support offer listed on the Joy App Marketplace (directory) is detailed, accurate and regularly updated.
5. Establish and maintain relationships with key stakeholders, including community groups, statutory services and VSCE organisations, providing ongoing support when they need to update and edit their information on the directory.
6. Responsible for supporting the implementation of a joined-up directory of services, undertaking project tasks as requested by the programme manager for the Joy App, including developing project documentation and reporting and monitoring risk and key milestones.
7. Support in the development and implementation of strategies to establish an improved integrated directory in Brent and the services it represents, making it easier for residents to find and connect with local services.
8. Contribute to broader Council organisational goals, digital transformation, and service improvement projects across the Borough, ensuring alignment with Brent's digital inclusion, health and wellbeing, and residents-first commitments within the wider Digital Strategy and Embrace Change Portfolio.
9. Support with the development of a comms and engagement plan for the Joy App – including ongoing engagement, comms and marketing to increase use across the Borough with residents, local organisations and professionals.
10. Further actions to be undertaken as necessary to ensure the smooth rollout of the digital platform in the Borough.
11. Support with projects, including those related to data sharing, system integrations, and policy development in Brent.
12. Support with the development and management of improved metrics of data visualization tools, including insights dashboard.
13. Engage with partners to support with their service offerings accurately being reflected in the Joy Marketplace (directory).
14. Manage and prioritise a caseload, in accordance with the needs, priorities and any urgent support required by local services and groups who want support with managing their listings on the Joy Marketplace (directory).
15. Provide support to staff including training on how to access information on the Joy App Marketplace (directory) to encourage appropriate referrals to the right service.
16. Use analytical skills to provide actionable insights to support data-driven decision-making processes.
17. Support with monitoring, quality and evaluation processes to measure impact, effectiveness and areas for improvement against agreed outcomes framework.
18. Proactively engage with frontline staff across the system and other partners to provide support and training on how to add services to the Marketplace element of the Joy App and refer people via the platform.
19. Support with capturing key information and regular feedback from residents, and contribute in developing innovative ideas to improve quality of services.
20. Support to ensure that Digital programme management documentation is established, maintained and up to date and that reports and wider programme documentation is high quality and widely accessible to key stakeholders.

21. Develop and maintain action, issue and risk logs for projects ensuring they are managed and resolved where possible, escalating risks and issues to relevant officers and governance as necessary.
22. Keep up to date with and identify the implications of legislation, government policy and developments in the wider community which impact on delivery of support to residents, including social prescribing.
23. Identify financial, material, human resource and cultural implications engaging the relevant stakeholders to ensure resources are allocated, deadlines are met and objectives achieved.
24. Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and well-being of children and vulnerable adults.
25. Undertake any other duties commensurate with the general level of responsibility of this post.

Essential Requirements (key skills & qualifications)

Knowledge and Qualifications

1. Qualification or significant experience of working at a similar level in communication, digital, media or related field.
2. Demonstrable commitment to professional and personal development.
3. Good level of knowledge or experience in health, public health or adult social care.
4. Highly developed understanding of digital platforms, case management systems and project management software.
5. Demonstrable knowledge or understanding of development and management of databases of services.
6. Specialist knowledge and experience in information management and technology including data analytics and information governance.
7. Knowledge of project management principles, techniques and tools, such as Prince 2, Agile and Microsoft Project.
8. High proficiency in using Microsoft 365 and/or other software applications to enable service improvement.
9. Knowledge of community development approaches.

Experience

10. Digital skills for data input, managing databases and dashboards and generating reports.
11. Demonstrably up to date with emerging digital trends and a good experience in developing impactful digital content to improve the way residents access information and support in the Borough.
12. Tracking deadlines and deliverables for assigned tasks to support the effective delivery of service to meet performance targets.
13. Collating and analysing information from a variety of sources, including highly complex, sensitive or continuous information.
14. Experience of using data and insights to optimise content, engagement and improve outcomes for residents and enhance their digital experience when interacting with local services.
15. Experience of working in a team to assist in analysing engagement metrics and identifying patterns or areas for improvement
16. Experience of working with comms and engagement and social marketing / campaigns

17. Experience in a digital role, including creating and adapting copy and visual assets for digital channels and digital communications to promote access to local services.
18. Experience of partnership working and relationship building, and proven ability to collaborate with internal and external stakeholders to achieve common goals and better outcomes.

Skills and Abilities

19. Evidence of demonstrating excellent digital skills to manage complex projects, including the development and management of directory of local services.
20. Ability to manage own workload, making informed decisions in the absence of required information, working to tight and often changing timescales.
21. Ability to adapt content strategies to meet the changing needs of the community and the platform.
22. Ability to present technical information to non-technical audiences, using a variety of media.
23. Good social skills in formal and informal settings, maintaining ethical and organisational norms.
24. Attention to detail and commitment to delivering work to agreed standards.
25. A willingness to learn and adapt to new tools and approaches, including from peers, other professionals and colleagues.
26. Collaborative approach, building positive relationships within the team.
27. Ability to solve practical problems and deal with a range of issues.
28. Ability to demonstrate knowledge and understanding of equality of opportunity and diversity. Being aware of how individual actions contribute to, and make a difference to, the equality agenda.
29. Communication skills to inform and consult with a range of audiences in a straightforward, articulate, sensitive and persuasive manner, both orally and in writing.
30. An ability to analyse and interpret complex data and to communicate points clearly.
31. Having a flexible and agile approach to work.
32. An ability to identify and manage confidential and sensitive information and to operate with professionalism and integrity.
33. Ability to engage proactively and build trust and rapport with diverse individuals and groups.

Within reason these key deliverables may evolve to meet service need and it is expected that the postholder will be flexible and adaptable in their delivery to meet both service and council wide needs