Job Description

Job Title | Community Engagement Manager | Location | St Clare Hospice, Hastingwood
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Hours | 30 hrs | Salary | £42,000 pro rata

**Responsible to:** Chief Executive  
**Accountable to:** Chief Executive  
**Responsible for:** Compassionate Neighbours Project Manager  
Community-based volunteers

**Qualifications:** See Person Specification

**Job Summary:**

St Clare Hospice has a new strategic approach for 2018-2021 which places emphasis on reaching out to our local community to offer stronger relationships, an extension of our support and services.

Death and dying has become highly medicalised and hidden from public view. Death is sometimes viewed as a ‘failure’, but St Clare believes that death is a natural part of life. People who face serious illness and loss can become socially isolated which impacts on their health and wellbeing. St Clare believes that communities have a part to play in supporting each other, reducing loneliness and maintaining independence for as long as people wish.

The Community Engagement Manager will directly support the achievement of the following three strategic aims;

- We will reach significantly more people who are facing death, dying and loss in our local communities
- We will support our communities to become more resilient, to support each other and to remain independent for as long as possible
- We will seek partnerships with other organisations to deliver better care for our patients

**Job Purpose:**

The Community Engagement Manager will develop, deliver and oversee a programme of work that will see the Hospice reach more people in the communities in which it serves. This work will build relationships, links and projects that will:

- Widen access for local communities to St Clare services and support
- Help local communities understand and grapple with end of life issues
• Help local communities discover for themselves ways to care for each other in the community and ensuring that this care meets their needs

• The hospice hopes to see a change in patient profile that more accurately reflects the local population and the development of sustainable and reciprocal partnerships with other organisations and community groups and people living and working in the catchment area of the hospice

Community Engagement:

• Listen to and engage with community groups to find out what local people want at the end of life and help the local community to identify and develop their own means of caring for each other

• Scope opportunities to work in partnership with a range of internal and external partners to enable the provision of a range of activities which meet the needs of the community, with an emphasis on building community resilience around death, dying and loss

• Work with other hospice staff (such as the Clinical Managers, Patient and Family Support Services, Chaplain, Volunteer Manager, CNS team, Fundraising and Comms) to develop community-based services and support groups (such as bereavement social groups and carers support groups). The Community Engagement Manager will build links that can be passed to other staff members to continue the relationship as the community groups/people want

• Identify the leaders and networks of the target local communities and approach them to introduce them to the Hospice and its work and invite their involvement. Map and draw on existing connections and intelligence on the part of the hospice and in relation to these groups and communities and other local stakeholders who may wish to be involved

• Be responsible for building sustainable relationships with the target communities and networks on behalf of St Clare Hospice

• Find opportunities for the hospice and other stakeholders to listen to the experience of local people related to the processes of dying and loss, to assess the support needed and potential projects in the future

• Build strong working relationships with community leaders, who will take a lead in identifying future champions and potential beneficiaries of the care and support on offer

• Organise meetings at the hospice and in locations around the catchment area to which local leaders and their members can be invited to learn more about the Hospice and share the knowledge that they gain in order to drive referrals and support. Work with these local leaders to ensure that the needs of the community are being met by Hospice services
- Develop local intelligence and ensure this information is shared with the care delivery teams and leads to increased referrals, local service delivery improvement and a change in patient profile
- In liaison with teams within the Hospice make suggestions for changes to projects or new initiatives. Take full responsibility for setting up any new projects as agreed and for closing projects where appropriate
- Support people living in the communities around St Clare to view and use the Hospice as a resource, a source of expertise and education and as a community facility

### Community Development:

- To develop, lead and co-ordinate a range of one off events and other sustainable community activities within the catchment area for local residents and the community to share at which they will learn about the work of the hospice, support available and end of life issues
- Encourage joint working with partners, individual residents, community groups and volunteers within the St Clare area
- Ensure identified communities are getting the information, knowledge, skills and resources required to make them confident to use hospice services when needed and able to access professional and community support as required
- Develop a model of delivery for working in communities that develops the services offered and enables the achievement of St Clare strategic aims of reaching more people and supporting communities to build capacity around End of Life issues
- Work with the HR team, Volunteer Services and Patient & Family Support teams to support the development of volunteer-led projects and a Community Volunteering strategy (including the Compassionate Neighbours) that are driven by locally identified needs

### Communication:

- Communicate the project plan across St Clare in order that the philosophy and plans for Community Engagement become understood as important and recognised as a key arm of the organisation’s strategic plan
- Engage with all hospice services, care teams and other departments to ensure they are fully up to date with plans and opportunities for cross departmental working.
- Consistently and regularly communicate with the hospice care services teams in order to support the identification of referrals
- Build relationships with, and a database of, stakeholders engaged in the programme in order to maintain regular contact and monitor progress. These will include community leaders, volunteers, trainers, groups, supporters and local politicians/CCGs
- Work with the Marketing and Communications Team to develop relationships with the
local media (especially target communities’ media) in order that they are aware and can cover local events and stories that describe the community engagement work of the hospice and the profile is raised so that more people are reached

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<th>Resource Management:</th>
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<td>• Monitor against budget (income and expenditure), managing adjustments in activity accordingly</td>
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<td>• Manage the development of a steering group with senior representatives from the Hospice, community groups, leaders and members of the hospice to oversee and shape the work and reach identified target groups</td>
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<td>• Work with the fundraising team to identify any potential funding or supporter opportunities and provide information that supports their work</td>
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<td>• Work with the Trusts Fundraiser and Director of Income Generation in order to develop compelling business cases for applications or requests for funding to support the community engagement work and volunteer-led projects</td>
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<td>• Responsible for overseeing the management of risk and governance structures for the volunteer-led projects</td>
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<th>Monitoring and Evaluation:</th>
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<td>• Collect and collate data regarding the numbers of people involved in projects</td>
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<td>• Gather data about connections made and the outcomes of each</td>
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<td>• Prepare reports regarding such data for the steering group and any fora within St Clare who will want to monitor progress e.g. the Senior Management Team and the Board</td>
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<td>• Liaise with internal teams develop a system for mapping the impact of the work carried out in the communities of the St Clare area</td>
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<th>Dissemination of Learning:</th>
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<td>• Take part in presenting at seminars at the hospice and conferences at a regional and national level about the project, particularly contributing to overall learning for the hospice sector on the role of hospices in community development</td>
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<td>• Take an active role in talking to visitors to the hospice and funders about the work</td>
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<th>People Management:</th>
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<td>• Provide leadership and management for the Compassionate Neighbours Coordinator, to ensure effective team work and the delivery of a high-quality service. This would include identifying development needs, performance management,</td>
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motivation, team building and support, as well as conducting annual appraisals

- Set targets and monitor performance of the Compassionate Neighbours project and be responsible for performance improvement
- Provide leadership and management for volunteers as the volunteer-led projects get off the ground, particularly for the community-based social support groups

Equal Opportunities
St Clare Hospice operates and Equal Opportunities Policy and expects staff to have a commitment to equal opportunities policies in relation to employment and service delivery.

St Clare Hospice is committed to Equal Opportunities for all present and potential members of staff and patients, irrespective of gender (including gender reassignment), marital status, sexual orientation, race, colour, creed, religion, belief, nationality, ethnic origin, age, and disability, a positive diagnosis of HIV/AIDS or Trade Union membership. Therefore St Clare Hospice expects its entire staff to understand, support, and apply this policy through their working practices which requires all individuals to be treated with respect, dignity, courtesy, fairness and consideration.

Changes to This Job Description
This is a description of the job as it is presently constituted. You may be required to carry out other duties as reasonably required by you commensurate with your seniority in the organisation. This job description is supported by annual objectives and performance standards to provide an indication of the level of performance expected from the role.

It is the practice of St Clare Hospice to review and update job descriptions from time to time to ensure they relate to the job required or to incorporate whatever changes are being proposed. This will be conducted following consultation with you and you have the responsibility to discuss any job changes with the CEO at the time the change occurs and agree any permanent substantial change.

General
The post-holder may have access to confidential data within St Clare Hospice. Failure to maintain confidentiality will lead to disciplinary action, which could ultimately lead to dismissal.

The post holder may be required to participate in the assessment of risk and thereby contribute towards the information governance agenda as appropriate.

The post will be subject to regular annual appraisal and review of the Personal Development Plan.

The post holder will be expected to produce work of a high standard and to promote quality at all times.

The post holder will be expected to keep themselves updated on all matters relating to Hospice policy.

The post holder must familiarise themselves with matters relating to health and safety management as they affect them personally and/or the Hospice, reporting any potential risks
to life or property immediately in accordance with the Hospice’s Health and Safety Policy and procedures. They must use all equipment provided to undertake their role safely. Refrain from smoking in any area of the Hospice building.

This is an outline Job description and may be subject to change, according to the needs of the service, in consultation with the post holder.

Signed (employer)

Date:

Signed (employee)

Date: