



Job Title: Service Information and Promotion Coordinator (SIPC)

Responsible to: Living Well (Derby Wellbeing) Service Manager

Salary: £24,822

Job location: Derby City

Work Pattern: 37.5 hours per week

The Service Aim

The NHS Long Term Plan (LTP) and Community Mental Health Framework (CMHF) recognises the social, self-care and prevention value of the voluntary, community and social enterprise (VCSE) sector and has a strong steer towards working in partnership with the VCSE sector to create a successful integrated care system.

VCSE leadership is key to ensuring the design and delivery of services is genuinely co-produced and VCSE organisations will often hold detailed knowledge of the existing infrastructure, assets and support communities’ access, and can help ensure new services are designed in a way that recognises this existing local context.

Derbyshire are in Year 3 of a 3-year program to transform and co-produce locality based Multi-Disciplinary "Living Well" Teams (MDTs), with significant emphasis on a larger workforce that would sit with the VCSE. The main issues highlighted were the need to further support the 2 teams covering the Living Well STO (Short Term Offer) and later the LTO (Long Term Offer), supporting communication across the system and work to a unified vision to build relationships across The Living Well Model.



Role purpose

The SIPC's role will focus on enhancing service visibility, maximizing existing community connections, delivering precise and timely performance reports, and coordinating well-attended Collaborative events.

These efforts aim to significantly boost the organisation's local influence and strengthen stakeholder relationships.

Main Duties and Responsibilities

Responsibility	Duties
Performance Reporting	<ul style="list-style-type: none">• Collating service data from multiple systems to produce in-depth service performance reports• Working closely with the Service Manager to review and analyse service data and feedback• Collating and reporting service data
Service Co-design	<ul style="list-style-type: none">• Co-designing service materials with service users and Peer Support Workers• Developing and implementing a service-specific Communications Plan, co-produced with those with lived experience
Collaborative Events	<ul style="list-style-type: none">• Arranging and facilitating monthly Collaboratives
Service Promotion	<ul style="list-style-type: none">• Promoting forthcoming workshops and group activities• Developing targeted promotional campaigns to address specific community needs• Identifying and participating in local events and workshops to raise awareness of the service• Utilising marketing tools such as Canva and social media management platforms• Ensuring promotional activities are accessible and tailored to reach Derby's diverse communities
Community Engagement	<ul style="list-style-type: none">• Conducting community mapping exercises to determine hard-to-reach areas and community venues for service delivery
Evaluation and Improvement	<ul style="list-style-type: none">• Monitoring and evaluating the effectiveness of promotional activities• Gathering feedback from partners and service users to inform service improvements• Updating the Communications Plan as needed based on ongoing evaluation
General	<ul style="list-style-type: none">• Maintain appropriate records, including contacts, actions, and statistical reports as required.• Comply with organisational policies, procedures, and requirements, including Health and Safety, Confidentiality, Equal Opportunities, and statutory and legislative obligations.• Maintain regular contact with voluntary and statutory agencies.• Any other relevant administrative and support duties required to ensure the smooth running of the organisation

	<ul style="list-style-type: none"> • Promote the aims, principles, and membership requirements of the CAMM Services. • Work in accordance with the values of Living Well/Derby Wellbeing and follow standard operating procedures.
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CORE VALUES

All members of the organisation will commit to:

- **Communicate:** We will be consistent, positive, passionate and listen.
- **Ownership:** We will be accountable, make a difference, meet deadlines, keep promises and have solutions.
- **Respect:** We will be honest, work with integrity, trust each other, be fair, tolerant and stand for equality.
- **Effective:** We will deliver quality, focus on detail and be professional.

Personal Specification

Essential	
Strong communication skills:	Ability to effectively communicate with diverse audiences, both verbally and in writing.
Data analysis proficiency:	Experience in collating and analysing service data from multiple systems to produce in-depth performance reports
Marketing and promotional expertise:	Knowledge of marketing tools such as Canva and social media management platforms
Collaborative mindset:	Ability to work closely with service users, Peer Support Workers, and other team members to co-design service materials.
Event planning and facilitation skills:	Experience in arranging and facilitating monthly Collaboratives and other promotional events.
Community engagement:	Ability to conduct community mapping exercises and identify hard-to-reach areas.
Cultural sensitivity:	Understanding of and ability to tailor promotional activities to reach Derby's diverse communities.
Project management:	Capability to develop and implement a service-specific Communications Plan.

Want to chat about this role?

If you want to chat about the role further, you can contact:

- Sarah Brown (**Chief Operating Officer**) 07815 741822
- Elizabeth Holt (**Development Manager**) 07841 918993
- Email staff@citizensadvicemidmercia.org.uk