

Communications Specialist - Smoking Cessation (Local Amplification & Campaign Support)

Hastings Integrated Community Team (ICT) – Fixed Term

Hastings Integrated Community Team (ICT) is seeking a **Communications Specialist** to support a focused, time-limited programme to **amplify and adapt existing smoking cessation campaign material** in the lead-up to and during Stoptober.

The Hastings ICT Smoking Cessation Working Group brings together partners from the NHS, Public Health, Primary Care, Adult Social Care and the VCSE to strengthen local referral pathways and promote positive, locally grounded messages that support people to stop smoking.

This role is funded through £4,500 Public Health investment and will align with national and regional campaigns.

About the Work

Smoking prevalence in Hastings is higher than the England average, particularly among:

- Routine and manual workers
- People living in more deprived communities
- LGBTQ+ communities
- Pregnant people
- People with severe mental illness or respiratory conditions

There are already evidence-based campaigns and materials available, including: *“It’s Well Worth It”* (ESCC Public Health campaign with tailored materials for priority groups), *“Quit Smoking, Feel Happier”* (regional campaign addressing smoking and stress) and the national campaigns (e.g. Stoptober)

The purpose of this role is to localise, amplify, and enhance the reach and impact of these existing resources within Hastings, ensuring they resonate with local communities.

Key Responsibilities

- **Localise existing campaign materials**
 - Adapt Public Health campaign assets using Hastings-specific imagery, stories, and context (e.g. local residents, landmarks, quotes)
 - Ensure content reflects priority populations and lived experience
- **Amplify campaign messaging**
 - Deliver a targeted programme of communications across social media, newsletters, press, community channels, and local radio
 - Tailor messaging to priority audiences with higher smoking prevalence
- **Content creation**
 - Develop additional, complementary content (e.g. short videos, testimonials, case studies, partner toolkits)
 - Capture and share local stories of successful quit journeys and those supporting others
- **Partnership working**
 - Work collaboratively with One You East Sussex, Public Health, VCSE organisations, GP practices and community partners
 - Support partners to share and embed campaign messaging
- **Stoptober coordination (local delivery)**
 - Align local activity with national and regional campaigns
 - Coordinate amplification rather than lead development of new campaign materials

- **Monitoring and evaluation**

- Provide a simple evaluation of reach and engagement
 - Work with partners to assess impact on **referrals to One You East Sussex**, including comparison with previous periods where enhanced communications were not in place
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Support Available

- Access to a wide range of **existing campaign materials (editable)**
 - Input and advice from Public Health colleagues, including campaign developers
 - Potential connection to a **recommended local videographer** (if video content is required)
 - With service user consent, ability to contact Hastings smokers who have successfully quit through One You East Sussex to support content creation (e.g. case studies and testimonials)
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What We're Looking For

- Strong experience in **plain English communications**, ideally in health, public sector or VCSE settings
- Experience adapting and delivering **campaigns using existing assets** rather than creating from scratch
- Ability to create engaging, **positive and non-judgemental messaging**
- Experience producing content for digital, social and community channels
- Confidence working with **data and insight to target audiences effectively**

- Strong partnership working skills across multiple organisations
 - Knowledge of Hastings communities (desirable)
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Contract Details

- **Duration:** 6 months (July–November), with the majority of content needing to be created in July – September, ready to be utilised for Stoptober.
 - **Focus:** Smoking cessation communications (local amplification and Stoptober)
 - **Funding available:** £4,500 (inclusive)
 - **Location:** Hastings (remote with some local engagement as needed)
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How to Apply

Please submit:

- A short proposal or expression of interest (maximum 2 pages), outlining:
 - Your approach to local amplification and partnership working
 - Relevant experience and examples of similar work
 - How you would support engagement during the Stoptober campaign period
- 1–2 examples of similar communications or campaign work
- Two references from recent clients/employers

Please send applications by email to: Casey Ingold, Casey.Ingold@eastsussex.gov.uk

Deadline for Applications: **Sunday 28th June at 10pm**

Recruitment Process

- Shortlisting will take place on **Monday 29 June 2026**
- Informal interviews/discussions will take place **Tuesday 1st July via Teams**
- The successful applicant will commence work on **Monday 15th July** to enable campaign preparation ahead of Stoptober

Additional Information

- This is a fixed-term, project-based opportunity funded through Hastings ICT Public Health investment.
- The appointed individual/organisation will be expected to work collaboratively with partners across health, care and the voluntary sector.
- Some flexibility in working hours may be required to support campaign activity and stakeholder engagement.
- Applicants must have the right to work in the UK.
- Hastings ICT is committed to equality, diversity and inclusion and welcomes applications from individuals and organisations with strong connections to the communities most affected by smoking-related harm.

For an informal discussion or any questions about the role, please contact: Casey.Ingold@eastsussex.gov.uk