



## **Role Description for VCS Representatives on NHS Worcestershire Tobacco Control Alliance**

### Main Purpose of Role

The Representatives will ensure that the views and issues of the Voluntary and Community Sector will be taken into account by the Tobacco Control Alliance. He/she will also ensure that there are effective communication links between the Tobacco Control Alliance and the sector.

The Tobacco Control Alliance would need advice from a representative who was not involved in the direct delivery of smoking cessation services to avoid conflicts of interest.

### Key Accountabilities

- Represent the views of voluntary and community groups to the Tobacco Control Alliance.
- Consult with the sector via the networks and communication structures of WAVOCC and WIC where appropriate
- Report back to the sector on a regular basis via the networks or communication structures of WAVOCC and WIC
- Attend meetings quarterly and other events as required or arrange for an agreed deputy to do so.
- Declare any conflicts of interest and act with probity and integrity
- Operate in a manner which promotes equality of opportunity, celebrates diversity and respect for all

WAVOCC is a member of



## Person Specification for VCS Representative on Tobacco Control Alliance

### EXPERIENCE/KNOWLEDGE:

**Essential:** Knowledge of strategic planning and development  
Experience of working in multi-agency settings  
Experience of advocacy and influencing

### SKILLS AND ABILITIES:

**Essential:** Ability and freedom to act independently from the organisation while acting as a representative on the Tobacco Control Alliance  
Ability to analyse and understand complex information  
Communication skills  
Ability to act as an advocate for VCS causes, not just their own  
Interest in actively linking with networks  
Maintain confidentiality

### ADDITIONAL FACTORS:

**Essential:** Ability to be released to attend the quarterly meetings of Tobacco Control Alliance which are held during the day, usually in Worcester.

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