

Job description

Title:	Information Lead
Organisation:	Bliss, the premature and sick baby charity
Location:	Bliss' head office, London SE1 (with flexibility for home working)
Salary and grade:	£30,000 per annum
Terms:	Full-time (35 hours per week, with flexibility)

Role description

Main purpose of the role

Bliss provides trusted and accessible information and support to families of babies born premature or sick. Our information helps parents to be better supported and informed, less isolated, more confident and more involved in their baby's care. Our information supports parents while they are on the unit as well as when they have left hospital.

This post in the Information and Support Team will be Bliss' lead on our information content, in print and digital formats, making sure this is accessible and trusted. This post works with colleagues, health professionals and service users to develop and maintain information which is evidence-based and relevant to the needs of families. The post-holder works closely with colleagues across Bliss to ensure that information reaches as many parents as possible, is promoted through our marketing and engagement channels, distributed to units and parents, and used effectively in Bliss' support services. This post will play a pivotal role in the transition of our information delivery from being print-focused to digital-focused.

This post is responsible for both the scoping and project management of information resources, as well as the writing and creation. Bliss' 'digital-first' strategy, and ambitions to find new and innovative ways to reach parents, means our information needs to reflect those topics which parents need the most support with, for example feeding. The Information Lead will manage smaller updates alongside large projects.

About the team and department

This post sits in the Information and Support Team, within the Services department. This team creates, develops and facilitates access to trusted information, and provides emotional and practical support to parents and care-givers of premature and sick babies. In so doing, we ensure parents are well supported and informed, feel less isolated and more confident and are able to be more involved in care and decision making for their babies.

The Information & Support team contribute significantly to Bliss' strategic aims and objectives, most prominently including;

- Developing information for parents on the subjects they tell us will most help them to be actively involved in their babies' care.
- Facilitating the provision of emotional support for parents through both our volunteer-delivered services and online peer communities.

- Working with partner charities to promote the delivery of high quality bereavement care, and support for parents in making decisions at the end of their baby's life.
- Developing parent information and promoting it through channels that enable us to reach the most parents possible

We have ambitions to expand our services to reach communities of parents we do not currently reach effectively, to develop new forms of accessible information content, and to develop our digital support services.

Reporting structure

This role reports to the Information and Support Manager

Key responsibilities

1. Lead the review and development of Bliss' information resources for parents. Ensure information is accurate, up-to-date, accessible, reflective of most recently available research, and available in multiple formats, prioritising digital formats
2. Oversee, maintain and utilise Bliss' information development and review process, designed to ensure information is compliant with the quality guidelines of the NHS Information Standard.
3. Manage Bliss' 'Content Review Panel', to prioritise the involvement of service users, including parents and relevant healthcare professionals, in the development and review of Bliss' information.
4. Ensure effective involvement of internal stakeholder in information development and review, including parent support and healthcare engagement services.
5. Working closely with colleagues in the Information and Support team to ensure Bliss' information is used effectively by services supporting and/or involving parents and healthcare professionals.
6. Collaborate with colleagues across the organisation (mostly Communications and Research) to produce on-brand and thoroughly evidence-based information, which is created with digital as its primary dissemination method
7. Work closely with the communications team to ensure that Information resources are promoted effectively, reaching as many and as diverse a range of parents as possible
8. Work closely with the Information and Support Manager to ensure Bliss' print information resources are distributed to neonatal units and parents as effectively as possible via Bliss' online shop.
9. To act as a source of information expertise within the organisation, leading on soft information content for wider organisation distribution (for example our magazine Little Bliss) and providing insight and knowledge to support other teams' work
10. Work closely with the Information & Support manager to plan and monitor budgets relating to information.
11. Contribute to other content produced by Bliss as requested by other teams on a regular and ad hoc basis. For example Little Bliss magazine, World Prematurity Day, or wider organisational campaigns
12. Work with colleagues across the Information & Support and Services teams to help shape services to best support parents of sick and premature babies, and achieve additional sources of funding for Bliss
13. Contribute to relevant information resources designed by other organisations supporting sick and premature babies and their parents.
14. To contribute to wider digital development across the organisation.
15. To perform any other duties as may be reasonably requested.

Person Specification

The following are essential:

- Extensive knowledge and experience of developing multi-channel information / content, preferably in the health sector
- Demonstrably strong project planning and management skills.
- Strong skills in collaborative working, with experience of service-user involvement and internal cross team working to ensure effective stakeholder involvement.
- Excellent written communication skills, experience of writing complex information content in plain English for a lay audience, and strong attention to detail
- Excellent writing skills with strong experience in writing for digital. A good working knowledge of SEO is essential, with an understanding of how to tailor digital content to how different users consume
- Demonstrable understanding of monitoring and evaluation, including the development of Key Performance Indicators
- Demonstrable understanding of planning and programme development for support and/or information services.
- Ability to work effectively with a range of individuals using a high level of professionalism and empathy
- Excellent IT skills, trained in MS Office and with a high proficiency in the use of digital channels to convey information content clearly and effectively,

The following are desirable:

- Experience of working to the NHS Information Standard or similar information quality approval/standard
- Experience of using a website content management system.
- Knowledge of the UK voluntary sector, including how services are funded
- Experience of working in or with the NHS
- Knowledge of maternity / neonatal services
- Experience of writing for funding bids and proposals

Special conditions:

- Able to demonstrate commitment to the aims and objectives of Bliss
- Willingness to work outside office hours and weekends on occasions
- Willingness to undertake further training as and when required

About Bliss

Bliss is the UK charity for babies born premature or sick. Our vision is that every baby born premature or sick in the UK has the best chance of survival and quality of life.

We champion the rights of every baby born premature or sick to receive the best care. We achieve this by empowering families, influencing policy and practice, and enabling life changing research.

For more information about Bliss, visit bliss.org.uk

May 2019