

# Bereavement Support Advisor

February 2025

Application  
Information



# Welcome

Hello prospective candidate! We are really pleased that you are interested in working with us here at The Lullaby Trust. Let us tell you more about our organisation.

It is a key time to be joining the charity and helping us to continue to save babies' lives and support bereaved families. The charity has been hugely successful, but the work is far from done. The impact of the sudden death of a baby is wide and never goes away, as we know from the families that we support. This drives all our work, across each department. We are a close and friendly staff team who all share passionately in the charity's objectives, vision and values.

This is a key role in the Bereavement Support Service. The team provides a wide range of services, including the Helpline, online enquiries, online community, Family Days, and online and printed resources. The aim of this post is to provide consistent, high-quality emotional support to bereaved families who seek support from the Lullaby Trust.

If you are enthusiastic and have the skills and experience we are looking for, we encourage you to apply.

**Jenny Ward**  
Chief Executive





# About us

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 3 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero.

Through educating parents on how they can reduce the risk of SIDS and investing over £12million in research, we have played a key role in reducing the number of babies who die from SIDS by 80%, saving the lives of more than 30,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families, through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

At The Lullaby Trust, we provide an incredibly supportive working environment that embraces hybrid working, flexible hours, and individually tailored schedules. This empowers you to plan your work life according to your personal preferences and commitments, ensuring a fulfilling and balanced professional experience. If this interests you, we would love to hear from you!



# Our Values

## **Caring**

We care about all the people we support and always show compassion, warmth and understanding.

## **Reassuring**

We are supportive, clear, informative and non-judgemental.

## **Trustworthy**

We have expert knowledge based on scientific evidence, data and experience.

## **Driven**

We won't stop until no baby dies suddenly and unexpectedly.



# Our Impact 2022-23

## OUR YEAR in numbers



Our social content appeared in over  
**22 mil**  
social media feeds



**309**  
professionals contacted us for support on behalf of a family they are working with



Directly supported  
**689**  
bereaved families



Welcomed  
**3.4 mil**  
visitors to our website



Sent out  
**185,619**  
leaflets on safer sleep advice to parents, carers and professionals working with families



**89%**  
of professionals who completed our training in the year said that the quality of the training was high and 86% identified changes they would make to their professional practice



Matched up Befrienders with  
**53** bereaved families to offer peer-to-peer support during the year

Answered  
**2,916**  
safer sleep queries via our helpline and online channels

Shared safer sleep information directly with  
**587**  
health professionals



Supported  
**591** **coni**  
families through the CONI programme



Safer sleep animations viewed over  
**400k**  
times



We trained  
**1,564**  
professionals in life-saving safer sleep advice

# The Role

<b>Post</b>	Bereavement Support Advisor
<b>Location</b>	Remote
<b>Department</b>	Support and information
<b>Salary Hours</b>	£30,716 FTE 35 hours a week (will consider job share)
<b>Responsible to</b>	Head of Support and Information

## Main function of job

This is a key role in the Bereavement Support Service. The team provides a wide range of services, including the Helpline, online enquiries, online community, Family Days, and online and printed resources.

The aim of this post is to provide consistent, high-quality emotional support to bereaved families who seek support from the Lullaby Trust.

- Proactively engage bereaved families with the support service, respond to bereavement support enquiries and ensure anyone seeking advice and support on bereavement is given a high-quality service in a timely way.
- Respond to all enquiries regarding the Care of the Next Infant (CONI) programme.
- Manage the Befriender programme with the Head of Support and Information and deliver training to befrienders and support befrienders in their role.
- Ensure the bereavement support services are promoted to those bereaved and to professionals working with bereaved families.
- Ensure the records and services of the department are kept up to date.

# Main Duties & Responsibilities



## **1. Proactively engage bereaved families with the support service, respond to bereavement support enquiries and ensure anyone seeking advice and support on bereavement is given a high-quality service in a timely way.**

- To be the primary contact for the bereavement support services.
- To cover and answer the bereavement support helpline and online enquiries responding within the set guidelines and KPIs for the department.
- Proactively engaging with bereaved families through social media and other online platforms.
- Ensure any safeguarding concerns are actioned in accordance with the organisations Safeguarding policy.
- Send materials to bereaved contacts, including bereavement packs and follow up e-cards, and ensure all paperwork and databases are updated with each contact in line with the department guidelines, including Raiser's Edge, Excel databases.
- Ensure any messages on Bereavement Support FaceBook Groups are monitored and advice is given via befrienders where appropriate.
- To arrange face to face events for bereaved families including family days, York Carol Service and memorial events to an agreed programme.
- Work with Engagement Team around social media bereavement support posts.

## **2. Respond to all enquiries regarding the Care of the Next Infant (CONI) programme.**

- Respond to CONI enquiries from families and professionals and pass referrals to the CONI team in a timely way.
- Update the CONI spreadsheet on enquiries progress and outcome.
- Ensure families are offered bereavement support.

# Main Duties & Responsibilities

## **3 Manage the Befriender programme with the Head of Support and Information and deliver training to befrienders and support befrienders in their role.**

- Support Befrienders in their work by maintaining regular contact and support, offering advice and guidance when needed.
- Keep Befriender records up to date.
- Allocate Befrienders when required, ensuring there is an even spread of work between the befrienders.
- To collate, finalise and send out the Befriender newsletter on a monthly basis in conjunction with other members of the Team.
- Plan and deliver befriender training to new and existing befrienders.
- Support befrienders in their role and deliver regular online catch-up sessions.
- Help with the organisation, administration of the Befriender Conference and other events facilitating sessions and presentations.
- Support the administration and preparation of Befriender Training, attend and participate when required and assist with the new befriender digital documents.

## **4 Ensure the bereavement support services are promoted to bereaved families and professionals working with bereaved families**

- Assist with the and facilitation of Bereaved Families' Panel running quarterly online sessions.
- Keep up to date with the bereavement support world including joining National Bereavement Alliance, Child Bereavement Network and research around grief and bereavement.
- Attend events as required to represent the Lullaby Trust's bereavement support services.

## **5 Ensure the records and services of the department are kept up to date**

- Ensure bereaved contacts are added and updated on Excel and Raiser's Edge.
- Maintain ongoing knowledge and training on the Lullaby Trust's advice and the scientific knowledge behind this advice.
- Collate statistics, as required on areas of work within the support services team.
- Assist with the services' evaluation and impact processes including self-evaluation feedback.
- Provide other administrative support to the team as required.

### **Other:**

- Attend and participate with External Supervision sessions.



# Person Specification

## Qualifications/education required:

At least 3 years experience of supporting bereaved families

## Competencies required:

- Experience of working on a helpline
- Demonstrate an understanding of and empathy with the issues surrounding the death of a baby.
- Proven ability to support others around issues of bereavement. Demonstrate a warm, clear, and considered telephone manner.
- Excellent active listening skills
- Demonstrate compassion for others and a non-judgemental attitude. Evidence of professionalism and boundaries
- Excellent verbal and written communication skills and ability to use these appropriately to offer telephone and online/ email support to bereaved individuals and others contacting the helpline.
- A thorough understanding of confidentiality and safeguarding.
- Experience in supervising people and working with volunteers.

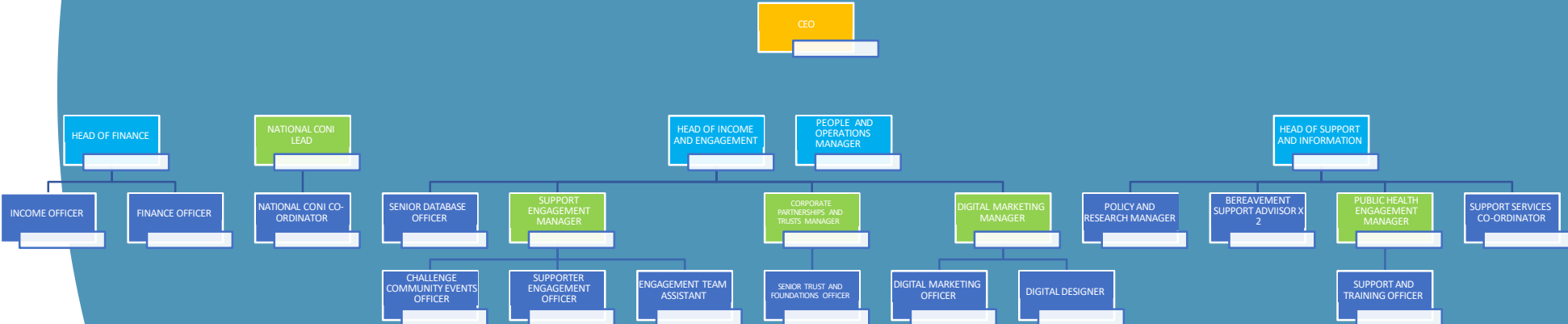
## Personal characteristics required:

- Ability to maintain confidentiality.
- Able to work collaboratively as member of a team.
- Able to manage and communicate status of workload.
- Willingness to adapt to changing priorities.
- Self-disciplined to work remotely at home.
- Commitment to the organisation's strategic goals.
- Ability to work under own initiative and think on the spot.
- Demonstrable ability to work independently.
- Commitment to high standards in all areas of work.
- Willing to keep skills up to date and attend training as necessary.
- Commitment to the organisation's strategic goals.

## Specialist training required:

- Training will be provided on safer sleep advice.

# Organisational Structure



# Key Benefits

- 25 days annual leave plus 8 days paid public holidays every year (pro rata for part time staff)
- Additional leave between Christmas and New Year when the office closes
- Flexible and remote working is available to all staff
- Enhanced company Maternity and Parental Leave
- Any member of Staff affected by loss of a close family member will be granted compassionate leave paid at their normal salary
- Ability to buy up to 5 extra days of holiday
- A company pension scheme with matched contributions of up to 5% after 3 months
- A healthcare cash plan free of charge to all staff, enabling staff to claim 100% of the costs of everyday healthcare up to annual limits
- 24/7 Employee Assistance Programme offers free, confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues
- Long service leave entitlement after 3 years of service
- Up to 1-year unpaid sabbatical leave after 5 years of service
- Free travel loan to work after successful probation
- Free eye-care vouchers after successful probation
- Free will writing service



# Removing bias during the recruitment process

- In line with our commitment and desire to build a diverse workplace we have put some processes in place to ensure a fair recruitment process.
- **The Application**
- If written format is not your preferred method of communication, we also offer the opportunity to apply via video recording instead. Simply send us a video recording of yourself answering the key questions on the application form via Whatsapp to 07310265249 and our recruitment team will type them up to maintain your anonymity.
- The recruitment process is blind. When you apply, your personal details are anonymised to avoid any unconscious bias and we use a standardized scoring system to ensure fair shortlisting of candidates for interview.
- Ask our recruitment team any questions or voice any concerns and the team will happily support you in overcoming any barriers that we may have missed.
- **The Interview**
- We will be as flexible as we can to ensure you can attend your interview. We send out any interview tasks you will be asked prior to your interview to give you time to prepare meaningful answers.
- We have a member of the team who is trained in Safer Recruitment on the panel for each interview to ensure a fair and safe process.
- We use a standardised scoring sheet for each interview with pre-agreed criteria based on the Candidate Pack and any tasks. At the end of the interview, each panel member gives their overall score and we take an average of these to reduce any risk of bias.

# To Apply

Please visit the job advertisement on charity jobs to apply .  
Applications will close on Tuesday 25th February at 23.30.

Early applications are encouraged as we will review applications throughout the advertising period, and reserve the right to close the advert early should we receive a sufficient number of applications.

Interviews may be held during the advertising period or shortly after the close date.

Please note interviews will be held over Microsoft Teams.

If you have any questions, or would like to discuss your application, please email the People and Operations Manager on [office@lullabytrust.org.uk](mailto:office@lullabytrust.org.uk)

