

## Job Description

<b>Job Title:</b>	Information Officer.
<b>Reporting To:</b>	Information Manager.
<b>Department:</b>	Information, Support and Programmes.
<b>Directorate:</b>	External Affairs.
<b>Hours of work:</b>	Part Time 28 or 21 hours per week.
<b>Salary:</b>	FTE salary £33,218 pa plus London Weighting £3,000 pa if London Office based or £450 pa if home based. Actual salary for 28 hours is £26,574.40 pa plus London Weighting £2,400 pa or Home Allowance £450 pa. Actual salary for 21 hours is £19,930.80 pa plus London Weighting £1,800 pa or Home Allowance £450 pa.
<b>Contract:</b>	Permanent Contract.
<b>Location:</b>	London office-based or Home-based within the UK*.

\* If London-office based, you will be required to attend London Head Office 40% of weekly working hours. If home-based, you will be required to attend the London Head Office for business needs as required. Please note this is a UK-based role.

## Main job role

The postholder will maintain and develop Cystic Fibrosis Trust's information resource library. This includes factsheets, booklets, web content, clinical guidelines, videos, and other information resources aimed at people affected by cystic fibrosis and clinical teams, working alongside the Information Manager and Information Officer/s.

## Main duties

- Work with people affected by cystic fibrosis (CF) and professionals to identify new and emerging information needs, and to plan, develop and create creative and innovative new content and resources, in print and online, which meet these needs.
- Work with the Information Officer/s to oversee the reviewing and updating of existing information resources in the Trust's library.
- Work with expert cystic fibrosis clinicians to develop information content and resources, ensuring all new and updated information undergoes rigorous review by clinical experts and ensuring the views and preferences of people with cystic fibrosis inform development of the resources.

- Work with Information team colleagues to develop 'special projects' such as information packs for new parents and schools' resources.
- Maintain and develop engaging content across the Trust's information webpages, working with the Content and Digital Teams to ensure information is up to date, optimised for search and AI, and with the user experience in mind, and being reactive to emerging information needs.
- Update and develop the Trust's suite of clinical guidelines on cystic fibrosis care and treatment. Work with a range of stakeholders including the content authors/CF professionals, editors, reviewers (including the Clinical Advisory Group), designers, external freelancers and the Content, Marketing and Communication teams.
- Edit and proof-read information content, including rewriting content in Plain English to improve accessibility and readability to support health information literacy in the CF community.
- Work with the Brand team to consider the format, design, visual assets and photographic requirements for the resource.
- Ensure materials are produced within agreed budgets and in accordance with the Trust's brand guidelines.
- Ensure that health information materials and production processes meet the criteria of the PIF (Patient Information Forum) TICK, a quality kitemark that Cystic Fibrosis Trust has been awarded, including:
  - Ensuring involvement of end-users in the production of all resources;
  - Liaising with authors and expert reviewers to ensure resources are appropriately researched, reviewed and referenced;
  - Ensuring the regular review, updating of new, and existing resources;
  - Ensuring that the Trust's information materials meet recognised accessibility guidelines, including consideration of language translation.

## **Involvement**

- Ensure that the Trust's information resources meet clearly identified needs, consulting with the Trust's Involvement group and through other available channels to identify relevant topics.
- Seek the opinion of the Trust's Helpline, focus groups, the Youth Advisory Group and CF professionals to inform development of new information materials.
- Ensure that a diverse range of views and lived experiences inform the development of resources, and that published resources reflect the diversity of the cystic fibrosis community.

## **Strategy and planning**

- Ensure the Trust's information output links to the Trust's strategic goals.
- Contribute to annual business planning process, supporting the Information Manager to identify information gaps and priorities for the Trust, and making the case for resourcing where needed.
- Attend relevant internal meetings and contribute ideas/share insights as appropriate across the Trust e.g. Information team meetings, Information & Support team meetings, External Affairs Directorate meetings etc.

## **Reporting, monitoring, and evaluation**

- Work with the Information Manager to develop and implement evaluation systems to measure the impact of information content and resources. This will include monitoring and analysing publication download statistics and engagement with Cystic Fibrosis Trust's website, and reviewing print order numbers, as well as regular engagement with audiences through social media and surveys.
- Contribute to internal and external reports (KPI reporting, impact reports, funder reports etc.) as required.

## **Knowledge and learning**

- Use PIF TICK membership and other resources to maintain knowledge of best practice in health and clinical information production.
- Monitor website forums and liaise with the Helpline team for topics of discussion and debate to inform development of new information materials.
- Maintain an awareness of other cystic fibrosis patient education material and methods of distributing or disseminating information about cystic fibrosis.
- Maintain and develop knowledge and understanding of cystic fibrosis and best practice in provision of patient information through appropriate learning and development opportunities.
- Keep up to date with relevant information and research on cystic fibrosis.

## **Marketing and promotion**

- Work with the Trust's Marketing and Communications teams to ensure maximum reach and awareness of new and existing information resources.
- Identify and maximise opportunities to promote the Trust's information materials to clinical teams, for example through liaison with cystic fibrosis clinics and CF specialist groups, CF professionals' newsletters or through attendance at relevant meetings and conferences.

- Contribute articles or content for Cystic Fibrosis Trust's biannual magazine *CF Life*, e-newsletters to professionals and the CF community, and annual review/impact reports, as required.
- Contribute to abstracts/posters for UK and international conferences, as required.
- Communicate with staff members and Trustees to raise awareness of information resources, for example through Trust Talk e-newsletters, all-staff calls/Flash Talks, attendance at SMT/SLT/Trustees meetings to update on information development.

### **Other duties**

- Liaise with income generation colleagues to identify possible funding opportunities for development of new and existing information materials.
- Internal filing and administration to support the development of information materials, in compliance with PIF TICK i.e. version control, logging actions, archiving.
- Responding to external queries via the Info team inbox, Enquiries inbox and Helpline.
- You will be expected to carry out any other reasonable duties that are consistent with the position of the role.

The Person Specification follows on the next page.

## Person specification: Information Officer

<b>Requirement</b> (not in priority order but numbered for ease of reference)		<b>Essential/ Desirable</b>
<b>Education or equivalent</b>		
1.	Educated to GCSE level at grades A-C or equivalent qualifications/training/experience.	Essential
<b>Experience</b>		
1.	Relevant experience in producing information for people with a health condition, in both print and digital formats.	Essential
2.	Experience of involving end-users in the production of information.	Essential
3.	Experience of working with external suppliers and freelancers.	Essential
4.	Experience of developing guidelines for clinical audiences.	Desirable
5.	Experience of working in the charity sector.	Desirable
6.	Experience of running working group meetings (particularly clinical working groups), including accurate minute-taking.	Desirable
<b>Knowledge</b>		
1.	Understanding of the need for accessible information and how to produce it	Essential
2.	Understanding of editorial and publishing best practice.	Desirable
3.	Understanding of best practice for developing online content, including considerations around SEO and AI.	Desirable
4.	Understanding of cystic fibrosis and/or lived experience and wider healthcare / medical issues.	Desirable
5.	Knowledge of best practice in production of patient information e.g. PIF TICK.	Desirable
6.	Understanding of and commitment to equality, diversity, and inclusion.	Essential
7.	Understanding of and commitment to our core belief, mission, and values.	Essential
8.	Understanding of issues and challenges with access to health information for those in seldom heard and under-represented groups.	Desirable
<b>Skills</b>		
1.	Strong organisational skills and ability to work on multiple projects concurrently and meet competing deadlines.	Essential
2.	Excellent writing, copy-editing and proof-reading skills and strong attention to detail.	Essential
<b>Abilities</b>		
1.	Ability to communicate and collaborate with CF Trust staff, and external stakeholders such as healthcare professionals and members of the CF community.	Essential

2.	Ability to translate complex scientific / health information into accessible information.	Desirable
3.	Ability to work well independently and in a team.	Essential
<b>Other requirements</b>		
1.	Ability and willingness to travel occasionally for business needs as required.	Essential
2.	Ability and willingness to be flexible as required for business needs to carry out any other reasonable duties that are consistent with the position of the role, to cover colleagues etc.	Essential

This job description and person specification was reviewed in May 2026.