



We're making a difference

JOIN US

Recruitment Pack



ABOUT US



The goal of the charity is to give every mother, person and baby the safest and best outcome possible - from pregnancy, to birth, and in the first weeks after birth.

Baby Lifeline is a unique national charity whose mission is to make care safer and better for every pregnant woman, pregnant person, and newborn baby all over the UK and worldwide.

13 babies a day are stillborn or die in the first few weeks of life in the UK. And one family is left without a mother every week. The majority of these deaths could be prevented with different care. Baby Lifeline is supporting the NHS to make life-saving changes.

It does this by supporting and working with health professionals at the heart of care – buying equipment, developing and providing critical training, and conducting research.

In recent years, the charity's international work has increased and we are extending our support to low-resource and war-torn healthcare settings.

Baby Lifeline was founded over forty years ago by Judy Ledger, after the tragic loss of her first three babies – sadly born too small to survive.

The charity has attracted the support of leading figures from the health service who sit on the charity's advisory panel and A-list celebrities who fulfil the roles of Patrons – all united in their shared goal of making maternity and neonatal care as safe as possible.

We work with families, politicians and senior leaders in healthcare to guide priorities nationally and effect change.

Projects at the organisation are at an exciting stage and we need energetic, innovative people to join us to build on these opportunities.

HOW WE MAKE AN IMPACT



01

Equipment

As a charity we have provided millions of pounds' worth of vital equipment for maternity and neonatal units in the UK and worldwide.

We have also developed our own equipment in the form of our out-of-hospital birth bags for health professionals, which are all over the UK and in low-resource countries (including war-zones) worldwide.



02

Training

We work with leading experts in healthcare to develop training which targets the main areas related to avoidable harm and death in maternity and neonatal care.

Every year, thousands of professionals are trained in these key topics. The training impacts professionals' confidence, knowledge, and leads to change at the forefront of care.



03

Research

We conduct our own research, which gives unique insights. These insights have informed national policy and government debates.

Due to our growing presence, we are also part of several stakeholder and advisory groups for research. We align ourselves with like-minded academic institutions to innovate and improve care.



WORKING AT BABY LIFELINE

01

Flexible Working

We are committed to providing equality of opportunity in employment and to developing working practices and policies that support work-life balance. Our staff are welcome to apply for flexible working.

02

Annual Leave

Our staff receive 25 days of annual leave per annum, or the pro rata equivalent, plus Bank Holidays.

03

Equal Opportunities

We are committed to the principle of equal opportunity in employment. Accordingly, we will ensure that recruitment, selection, training, development, promotion procedures and redundancy consideration result in no one receiving less favourable treatment on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation or being a part time worker.

04

Pension Scheme

The charity operates a contributory workplace pension scheme. Staff are automatically enrolled (subject to eligibility criteria) into the pension after three months.

05

Sickness

In the event of absence through sickness, at the completion of any probationary period, staff will be eligible to receive up to four weeks' full pay, including Statutory Sick Pay, in any rolling 12-month period.

WORKING AT BABY LIFELINE

Baby Lifeline has offices in the West Midlands and London. Some members of the team also work remotely, and come into the offices periodically for meetings and to check-in with the other team members.



West Midlands

The West Midlands Headquarters are based in a well-connected village called Balsall Common.

The offices are located in a charming barn conversion approximately 8 miles from Solihull and 15 miles from Birmingham.



London

The London office is located within the attractive and newly built Royal College of Obstetricians & Gynaecologists' building, near London Bridge tube station.

The building is now home to a number of women's health organisations, as part of the Women's Health Hub.



Digital Marketing Manager

Permanent Contract | Mon to Fri, 9.00 am – 5.00 pm

Salary Range: circa. £30-40k per annum

Location: Midlands/London

Work Pattern: Permanent contract. 37.5 hours per week. Mon – Fri 9.00 am – 5.00 pm. Possible remote/hybrid working.

Benefits: 33 days' holiday including public holidays; pension.

Do you want to work for a dynamic charity that's making a huge difference to the prevention of avoidable harm to mothers, birthing people, and babies, not only across the UK, but around the world?

We're looking for a creative and proactive new team member who can provide us with the digital marketing expertise we need to raise our public profile and boost fundraising, while continuing to build relationships with key partners.

Our Digital Marketing Manager will be responsible for Baby Lifeline's social media channels, planning and creating content for our website and driving engagement with the individuals and organisations we need to reach.

This is an ideal opportunity for an enthusiastic self-starter, who wants the chance to demonstrate how digital marketing can be used to make a positive impact, through increased awareness and fundraising.

The successful individual will work with our Head of Communications & Marketing to deliver Baby Lifeline's Communications Strategy, which has been designed to help the charity to achieve its objectives of providing the equipment, research and training that will improve outcomes for every mother, birthing person, and baby.

The job will incorporate an array of projects, including high-profile fundraising events, research-led campaigns, and exciting new partnerships designed to improve maternity safety within in the UK and further afield – including the most dangerous frontline areas of Ukraine.

The successful applicant could be based either in the Balsall Common or central London office. Alternatively, working time could be divided between home and Baby Lifeline's offices in Balsall Common or the charity's central London office space. Regular visits to the Balsall Common office of two days per month on average will be required.



Digital Marketing Manager

Permanent Contract | Mon to Fri, 9.00 am – 5.00 pm

Salary Range: circa. £30-40k per annum

Key responsibilities:

- To take ownership of content published via Baby Lifeline's website and shared via its social media channels
- To use social media and Baby Lifeline's website to drive income through fundraising
- To engage with stakeholders through digital activity, building positive two-way relationships
- To be strongly aware of developments in digital marketing, putting forward suggestions for new ways to increase public awareness of our charity, reach our most influential stakeholders, and boost fundraising
- To produce monthly social media monitoring reports
- To support Head of Communications & Marketing with the wider delivery of Baby Lifeline's Communications Strategy

Skills and experience:

- Extensive professional use of social media and online platforms
- Extensive professional use of CMS (e.g. WordPress)
- A passion for digital marketing and the ways it can be used to achieve organisational objectives
- Copywriting experience for online marketing and communications, with the ability to share examples of work that has successfully engaged a target audience and provoked action
- Strong attention to detail
- Experience of creating and/or managing marketing databases
- Experience of producing stakeholder newsletters (e.g. via MailChimp)
- Knowledge of PPC, SEO, Google Ads, and Google Analytics
- Knowledge of developments in marketing and communications in the UK charity sector
- Experience working within the UK charity sector preferred
- CIPR/CIM membership and/or accredited qualifications preferred

If you are interested in applying for our Digital Marketing Manager position, please send a CV and covering letter to Judy Ledger, our Chief Executive, at ceo@babylifeline.org.uk



THANK YOU

Contact us :



01676 534671



ceo@babylifeline.org.uk



www.babylifeline.org.uk