



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.



Head of Communications & Marketing

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

Salary Range: circa. £50k per annum

Location: Midlands/London* (The Balsall Common Headquarters is located approximately 8 miles from Solihull and 15 miles from Birmingham. The London office is located within the Royal College of Obstetricians & Gynaecologists' buildings, near London Bridge.)

Benefits: 33 days' holiday including public holidays, pension

Work pattern: Permanent contract. Mon to Fri, 9.00 am – 5.00 pm

**Possible remote/hybrid working, subject to ability to attend office when required. It is anticipated that on average the role holder will spend a minimum of two days per month in either London or the Midlands office*

Baby Lifeline is a highly respected national charity whose mission is to ensure the healthiest and best outcomes possible from pregnancy and birth.

Founded over 40 years ago by Judy Ledger following the personal tragedy of losing three premature babies, we have since purchased many million pounds' worth of equipment for maternity and neonatal units, produced nationally recognised reports and research projects, staged highly successful annual UK maternity safety conferences, and provided evidence-based, multi-professional training to reduce avoidable harm and death in maternity. Training is provided through Baby Lifeline Training Ltd, a not-for-profit social enterprise. It trains around 4,000 delegates annually and is one of the main providers/developers of training for maternity professionals in the UK.

An exciting opportunity has arisen to join Baby Lifeline as Head of Communications and Marketing. You will play a critical role in supporting Baby Lifeline to deliver its important mission, leading the development and delivery of our strategic communications and marketing plan. Together, these will grow awareness of and engagement with our brand and increase donations.

You will be an all-rounder with a broad range of communications expertise, an excellent writing style, and be full of creative ideas. Experience of digital marketing and campaigns is essential, using multiple platforms to listen, engage and drive donations. You will also be passionate about working with the media to raise the profile of our work and confident dealing with sensitive and high-profile issues. Every day is different at Baby Lifeline, so the ability to switch priorities easily and work calmly and efficiently is essential.

The role offers opportunities to work with leading figures from the health service, celebrities and families who fulfil the roles of Patrons and Ambassadors, to amplify our impact and raise the profile of our organisation.

This is an ideal role for someone looking to step into their first leadership role. You will have the autonomy to lead from ideation to delivery, with the support of our small, friendly team. You will manage a Digital Marketing Manager, who will support the day to day delivery.



Head of Communications & Marketing

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

Salary Range: circa. £50k per annum

Head of Communications and Marketing Responsibilities:

- Providing strategic communications and marketing counsel to the Chief Executive
- Devising results-driven marketing campaigns to grow our audience and drive charity donations and fundraising
- Devising creative media engagement strategies, leading on proactive and reactive media relations including press releases, statements, interviews, and enquiries
- Building relationships with relevant professionals and experts within healthcare, to help drive sign-ups to events and training
- Managing and influencing relationships with key external influencers, such as journalists, producers, and celebrity VIP ambassadors
- Overseeing our website and social media channels, developing creative content that drives growth, reach and engagement across channels
- Line managing a Digital Marketing Manager on the effective day to day delivery of website and social media activity; working with external agencies where appropriate
- Understanding what metrics to use as a measure of success, based on key objectives – and to report on these confidently
- Researching and evaluating the latest trends within the charity sector and using these to advance Baby Lifeline communications and marketing activity
- Advising and working with Baby Lifeline Training Ltd on relevant projects

As Head of Communications & Marketing, you will have:

- Experience in a similar communications or marketing role
- A keen eye for marketing design – experience creating social media assets is preferable
- Self-motivation and passion about the opportunities that can come from marketing, communications, and social media
- Strong written communication skills and copywriting capabilities
- Excellent interpersonal skills
- A degree in marketing and/or PR or equivalent is desirable
- Health/charity sector experience is desirable but not essential

Interested? To apply for this Head of Communications & Marketing role please submit your CV and cover letter to ceo@babylifeline.org.uk



THANK YOU

Contact us :



01676 534671



ceo@babylifeline.org.uk



www.babylifeline.org.uk