



# Digital Bereavement Support Advisor (Maternity cover)

June 2026

Application information



# Welcome

the  
lullaby  
trust

**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.

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 four 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 81%, saving the lives of almost 32,000 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

Changing and saving lives: 2024 - 2025



**114,049**



resources on baby safety advice and bereavement support were received by those who needed them



We gave  
**2,423**

families bereavement support.

We distributed  
**216**



Bedtime Bundles to families in crisis or in temporary accommodation. This helps families sleep their baby as safely as possible under difficult circumstances.

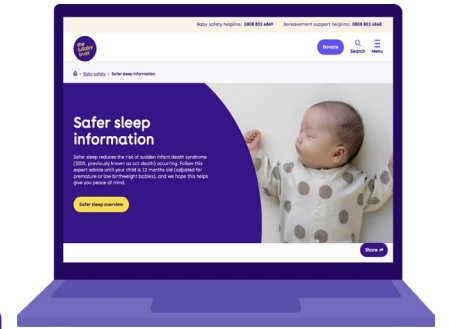
**8,171**



professionals working with families were trained on our baby safety advice or bereavement support.

We were  
seen online  
over

**24,200,000**



times. Spreading awareness, and making families feel heard and supported.

**718**



families were supported through our Care of Next Infant (CONI) programme. This supports bereaved families before and after the arrival of their new baby.



**37**

people were matched to a befriender, for peer-to-peer bereavement support.



**245**

bereaved family members attended our free family days.



the  
lullaby  
trust

We answered safer sleep enquiries for **2,360** people



**31,950**

babies' lives saved since our Back to Sleep campaign in 1991.



The rate of sudden infant death syndrome (SIDS) has reduced by **81%**.



**£12 million**

invested in research.

We exist to keep babies safe and to keep grieving families supported. We won't give up until no baby dies suddenly or unexpectedly.

# The role

**Post:**

Digital Bereavement Support Advisor  
(Maternity cover)

**Location:**

Remote

**Department:**

Support and information

**Salary:**

£30,716 FTE

**Hours:**

35 hours a week (will consider job  
share)

**Responsible to:**

Head of Support and Information

**Main function of job**

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 digital enquiries, working in a team to deliver and ensure anyone seeking advice and support on bereavement is given a high-quality service in a timely way.
- Deliver and run live bereavement themed sessions on social media
- Ensure the bereavement support services are promoted to those bereaved and to professionals working with bereaved families
- Maintain accurate records throughout all services, complying with the organisation's recording and reporting requirements

# Main duties and 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 digital services including WhatsApp, text, webchat and other social media channels.
- Proactively engage 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 emails and ensure all documents and databases are updated with each contact in line with the department guidelines, including Raiser's Edge, Excel databases.
- Cover and answer the bereavement support helpline and online enquiries responding within the set guidelines and KPIs for the department.
- Ensure any messages on Bereavement Support Facebook Groups are monitored and advice is given via befrienders where appropriate.
- Attend face to face events for bereaved families including family days and memorial events when needed.
- Work with Income and Engagement Team around social media bereavement support content/posts.

## **2. Deliver and run live bereavement themed sessions on social media**

- Run monthly live sessions on social media on bereavement topics/themes, responding to comments and messages during and after the sessions, ensuring anyone seeking ongoing support is responded to and referred to relevant services.
- Work with the Engagement Team to promote live sessions.
- Facilitate monthly remembrance sessions.



**3. Ensure the bereavement support services are promoted to those bereaved and to professionals working with bereaved families**

- Assist with the recruitment and facilitation of Bereaved Families' Panel.
- 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.

**4. Maintain accurate records throughout all services, complying with the organisation's recording and reporting requirements**

- 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.
- 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 supporting bereaved families

Experience of using digital channels and social media to support families

Experience of running live session on social media

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

Excellent active listening and communication 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 digital support to bereaved individuals and others contacting the service.

A thorough understanding of confidentiality, data protection and safeguarding.

Experience using Raisers Edge or an equivalent database

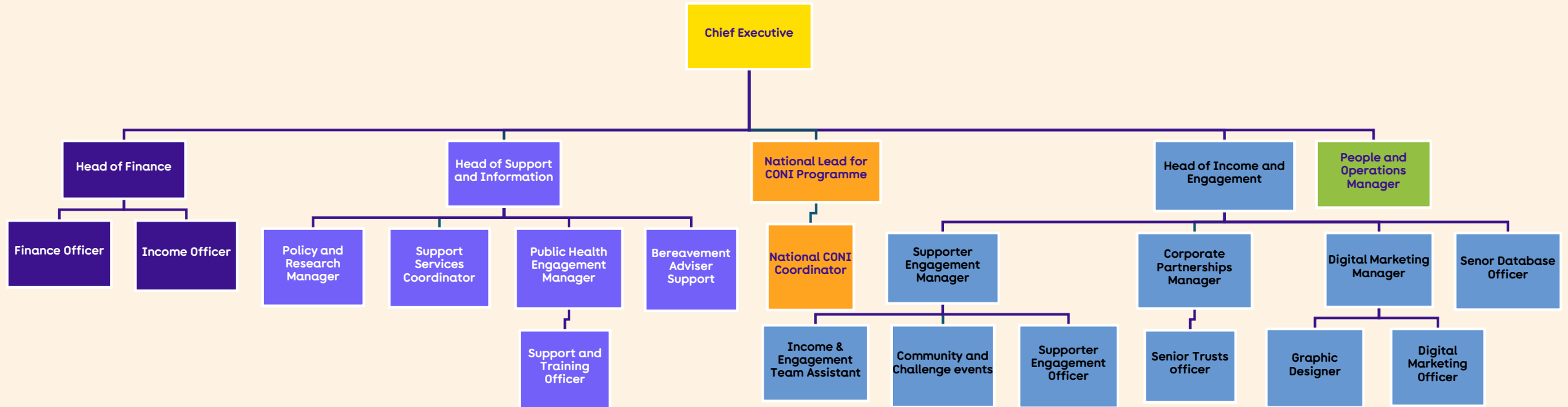
## Personal characteristics required:

- 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.
- 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
- Willingness to adapt to changing priorities
- 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 Friday 10 July at 5:00pm.

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)

