

Public Health Engagement Manager (Maternity cover)

Sept 2026

Application Information

the
lullaby
trust



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.

This is a role within the Support and Information team and it plays an integral part of the service, bringing together training and advice for professionals and families they work with to promote safer sleep and reduce infant mortality.

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 logo for The Lullaby Trust, featuring the text "the lullaby trust" in a yellow, lowercase, sans-serif font, enclosed within a dark purple circle.

the
lullaby
trust

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

Changing and saving lives: 2024-2025



114,049

resources on safer sleep advice were received by those who needed them



We distributed
216

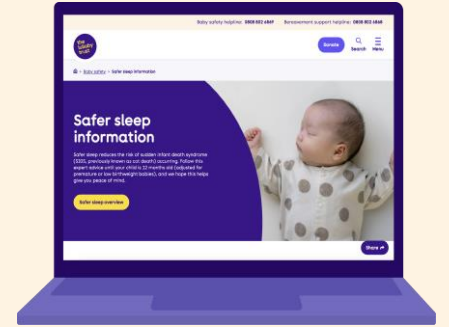
Bedtime Bundles to families in crisis or in temporary accommodation. This helps families sleep their baby as safely as possible under difficult circumstances.



We were seen
online over

24 million

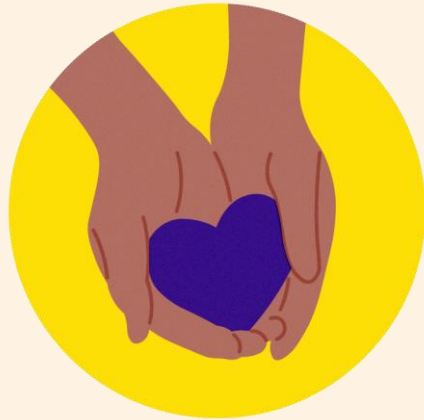
times. Spreading awareness, and making families feel heard and supported.



We gave

2,400

families bereavement support.



8,171

professionals working with families were trained on our safer sleep advice.



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



32,000

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



The rate of sudden infant death syndrome (SIDS) has reduced by over
80%.



£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:

Public Health Engagement Manager (Maternity cover)

Location:

Hybrid

Department:

Support and Information

Salary:

Hybrid with minimum 6 days per month in London

Office - £35,000 per year

Home based -£33,000 per year

Hours:

35 hours a week

Responsible to:

Head of Support and Information

The main function of the job is:

This is a role within the Support and Information team and it plays an integral part of the service , bringing together training and advice for professionals and families they work with to promote safer sleep and reduce infant mortality.

1. Proactively engage and work in partnership with professionals and organisation working with families and babies vulnerable to sudden infant death to promote safer sleep and reduce infant mortality.
2. Design and deliver training.
3. Proactively engage families with Lullaby Trust advice, responding to enquiries and ensuring anyone seeking advice is given a high-quality service in a timely way.
4. Create and assist with development of information resources.
5. Manage and supervise the Support and Training Officer and Training Development Officer.

Main duties and responsibilities



Proactively engage and work in partnership with professionals and organisations working with families and babies vulnerable to sudden infant death to promote safer sleep and reduce infant mortality.

- To build relationships with health and childcare professionals working with families and babies vulnerable to sudden infant death in order to reach and engage those families with advice and support.
- To proactively build and maintain partnerships with relevant organisations particularly those who work with vulnerable families to co-produce and collaborate in developing resources and programmes to reduce infant mortality.
- To build relationships with local professionals in order to support local campaigns to reduce SIDS deaths, sleep related accidents and infections in babies.
- To ensure the Lullaby Trust's work reflects the public health agenda across England, Wales and Northern Ireland.
- To work with the Policy and Research Manager reviewing external health and social documents/policy.

Design and deliver training

- To be lead the Training Team Working Group and chair meetings.
- To lead and work to deliver the training strategy by creating and promoting evidence-based online training packages aligned with public health priorities to a range of professionals working with families and babies vulnerable to sudden infant death which enables confidence to have meaningful conversations with families.
- Plan, develop and record online webinars and presentations for families and babies vulnerable to sudden infant death and on bereavement support in line with the Training Strategy
- Use national and local data to create and deliver training packages which is responsive to need, SUDI and safeguarding reports and investigations and CDOP themes.
- To meet and liaise with outside organisations to deliver showcase training packages.
- To ensure training is evaluated and adapted/developed
- To work with engagement team to ensure training is promoted.

Create and assist with development of online and printed information resources particularly aimed at those vulnerable to sudden infant death.

- Assist with checking accuracy of safer sleep info posts on social media and -participating in Q&As.
- Create resources specifically aimed at families and babies vulnerable to sudden infant death.
- Develop resources and tools for professionals working with families to have meaningful conversations and support safer sleep messaging.
- Develop resources for professionals that translate evidence and research into good standards of practice.
- Review and update website text and social media messages on safer sleep in conjunction with the engagement team.

Proactively engage families with Lullaby Trust advice, responding to enquiries and ensuring anyone seeking advice is given a high-quality service in a timely way

- Manage the cover and answer information enquiries including helpline and online, on safer sleep responding within the set guidelines and KPIs for the department.
- Manage and facilitate the Young Parent Panel and New Families Panel in collaboration with other specialist organisations and charities; keeping in contact, recruiting new members, arranging meetings, focus groups and user testing and feedback on resources and activities.
- To be a representative for media work promoting safer sleep advice, including radio, tv, pre-recorded and live media.
- Work with other teams to reach more families including on projects focussing on high risk groups and under-represented families.
- Ensure any safeguarding concerns are actioned in accordance with the organisation's Safeguarding Policy.

To manage and supervise the Support and Training Officer and the Training Development Officer

- To supervise and set priorities for the Support and Training Officer, following Lullaby Trust processes.
- To provide regular support and supervision to the Support and Training Officer.
- To attend regular meetings of the Lullaby Trust Management Team.
- Deputise for Support and Information Team when needed.

Any other work which relates to the Lullaby Trust's strategic objectives

- To participate in training and events with colleagues on a regular basis.
- To work with the relevant departments in the organisation to deliver and implement the organisations strategy
- To keep abreast of external research on SIDS and related fields.
- Maintain knowledge of developments within health service provision and family social care to identify opportunities for improving support for families.

Person specification



Qualifications/education required:

Specialist Community Public Health Nurse (health visitor or Family Nurse) or Midwife, Nurse or Paediatric Nurse with community experience

Competencies required:

- Experience in working with both families and professionals in a public health setting
- Excellent communication skills
- Experience of teaching or leading training sessions
- Knowledge of national public health agenda and health commissioning
- Experience of working directly with families
- Excellent networking and communication with an ability to present clearly and persuasively in person and in writing to external audiences
- Good organisational skills with the ability to manage competing priorities
- Knowledge of issues surrounding the delivery of health services
- Ability to work under own initiative and to tight deadlines
- Demonstrable ability to manage projects independently
- Ability to form and maintain sound relationships with a range of contacts
- Commitment to high standards in all areas of work
- Experience of communicating sensitively with families and bereaved parents
- Knowledge of health sector, particularly support to parents with young babies
- Excellent relationship builder both on phone and in person, with the ability to effectively communicate

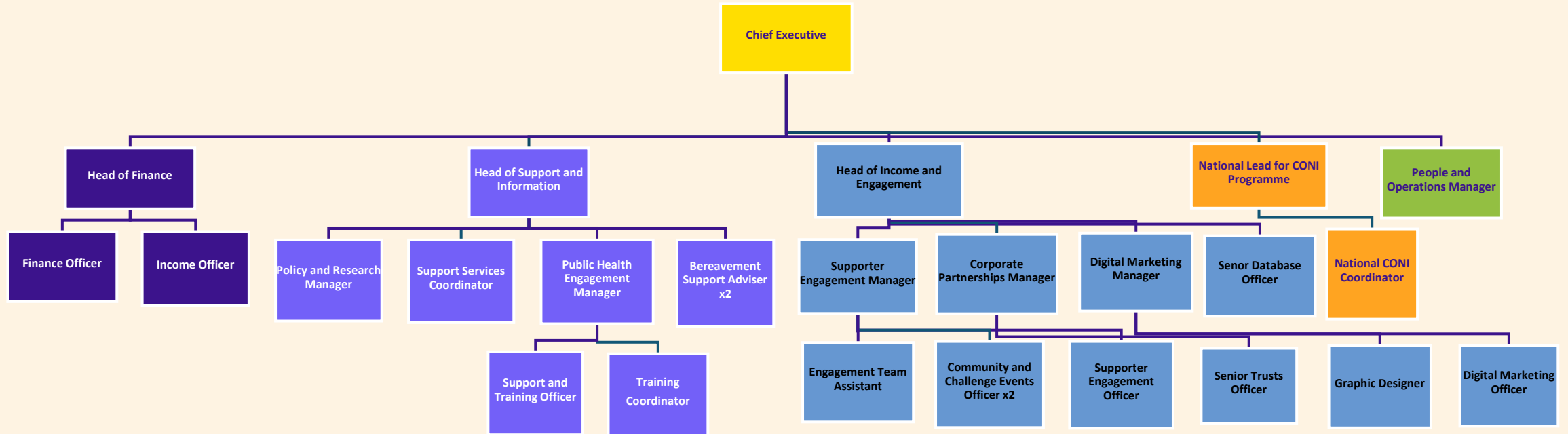
Personal characteristics required:

- Ability to work remotely
- Ability to work within a team
- Ability to inspire and motivate others
- Ability to network and make successful alliances and partnerships
- Able to prioritise tasks
- Motivated and enthusiastic attitude
- Resilient and self-reliant
- Proactive, innovative and responsive approach
- Commitment to the organisation's strategic goal to reduce the rate of unexplained infant deaths and to support bereaved families
- Ability to represent The Lullaby Trust at events and functions
- Ability to take part in live and recorded training, webinars etc.

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 11th September at 5pm.

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

