

Job description

Title:	Senior Support Officer (Digital)
Organisation:	Bliss, the UK charity for babies born premature or sick
Location:	Hybrid (3 days per fortnight in the London office, SE1)
Salary:	£37,035 FTE
Terms:	Full-time (35 hours per week). Permanent

Role description

Main purpose of the role

The Senior Support Officer (Digital) plays a vital role in ensuring that every family of a baby born sick or premature can access impactful and personalised support, at their time of need.

Managing a Support Officer (Digital), you will work together with Bliss' information and non-digital support team to:

- Support families with babies born premature or sick to be confident, well informed, connected to the help they need, and to be partners in the care of their babies.
- Help lead the improvement and development of Bliss digital support services

About the team and department

This post sits in the Information and Support Team, within the Services directorate. The purpose of the Information & Support team is to help ensure babies born premature or sick have well-supported parents and carers can be partners in their baby's care. We do this by helping make sure parents and carers are more confident in their roles, better informed about neonatal care, better connected to the support they need, and more involved in the care their baby receives. This means providing families with emotional and practical support and information through digital and non-digital methods which is personalised to their needs.

This role will focus on the delivery and continuous improvement of the support services that we provide to families digitally and online. We currently support families via email, social media, peer support through a closed Facebook group and through information on our website both digitally and in print. And with the recent development of a new website, we are ambitious with our plans to continue to expand our services, to engage increasingly diverse communities and more families affected by health inequalities. This means we are looking to build additional direct support services (eg. via Whatsapp), additional digital peer support services such as private groups, and expanded use of social media to provide engaging content designed to meet the support needs of parents. Many of these services will be designed with the needs of specific groups of parents in mind, including those most affected by inequality, such as ethnic minority families and families from lower socio-economic groups.

This role will help lead the work to develop and deliver support for families across digital platforms., working with service users to bring their direct input into the co-development of services which meet their needs. The role will lead on individual service development projects, so that our service offer is improved for all families, often working with partners such as community groups. The role will work across the team to improve service-user journeys, so that parents find Bliss and are guided toward personalised support and information options which best meet their needs, and can easily engage with these.

Reporting structure

This post is line manager for one Support Officer (Digital) and works with other Support Officers and Bliss Scotland Support Officer, and reports to the Information and Support Manager as part of the Information and Support team.

Key responsibilities

- To provide families who engage with our digital support services with high quality emotional support, practical support and information.
- To support the growth and development of digital support for families – improving service user journeys, developing new services, including services targeted at families affected by health inequality.
- To produce and schedule engaging digital content to support neonatal parents/carers.
- To work closely with service-users, leading initiatives to bring their direct input into the design and development of digital support services.
- To work across Bliss and in particular the wider Information and Support team to continuously build capacity and skills for digital support
- To be intentional about offering equitable care to all our service users especially to those affected by health inequalities.
- Work closely with and lead relationships with partner organisations and individuals in the development and delivery of services.
- Work with technical digital experts internal and externally to develop digital services
- Engage with and stay informed about developments in digital support for families
- Work with the wider services team, to monitor and evaluate service delivery and impact, ensuring continuous improvement and development.
- Help ensure that Bliss support services for families are delivered in line with Safeguarding and Data Protection & Confidentiality policies.
- To perform any other duties as may be reasonably requested.

Person Specification

- Extensive experience of supporting people with emotional and/or practical support needs across digital platforms and digital support services.
- Strong people and communication skills, including the ability to support people in distress.
- Strong experience and skills for digital support content creation and moderation of online platforms
- Experience as a supportive, person-focussed line manager
- Skills for leading and contributing to project teams to improve and develop new services based on user needs.
- Strong experience of service-user involvement and co-creation, with skills to lead initiatives to ensure services are designed around users' needs.
- Experience of working in partnership with external organisations and individuals to develop and deliver services
- Ability to work within a team with flexible schedules and remote locations, internally and externally.
- Understanding of safeguarding young people and adults at risk of harm.
- Organised, with the ability to prioritise and meet deadlines.
- Good attention to detail, IT and written skills
- Understanding of how to monitor and evaluate the impact of support.
- Understanding of the UK NHS health system and the family support environment.

Special conditions

- Able to demonstrate commitment to the aims and objectives of Bliss
- Willingness to work outside office hours and weekends
- Willingness to undertake further training as and when required

Health and Safety and codes of conduct

- To carry out all work in accordance with Bliss' site health and safety policy
- To adhere to Bliss' Equity, Diversity & Inclusion Policy at all times
- To adhere to Bliss' financial monitoring processes
- To ensure compliance with the GDPR and Bliss' Data Protection Policy
- To adhere to Bliss' User Involvement policy and practice and to work closely with a range of stakeholders and users of services to best design, support and evaluate our activities.
- To undertake duties in line with the Institute of Fundraising, the Fundraising Regulator and other relevant codes of conduct.
- All employees must have a right to work in the UK.

Don't meet every single requirement?

Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. At Bliss we are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role, but your past experience doesn't align perfectly with every aspect of the job description, we encourage you to apply to tell us what you can offer our organisation. You could be just the right candidate for this or other roles

About Bliss

Bliss is the UK charity for babies born premature or sick. Our vision is that every baby born premature or sick in the UK has the best chance of survival and quality of life. We champion the rights of every baby born premature or sick to receive the best care. We achieve this by empowering families, influencing policy and practice, and enabling life changing research. For more information about Bliss, visit bliss.org.uk

Why Work for Bliss

If you work for Bliss, you'll be part of a passionate, hardworking team who are making a real difference to the lives of babies born premature or sick.

Bliss has around 40 staff, most of whom are based in our lovely London Bridge office, with a small number of remote staff based in Scotland and the Midlands. All of our staff work **flexibly**, with everyone able to choose when to work their hours between 7am – 7pm Monday to Friday (working days are up to 8hrs long). This means we can provide lots of options for flexible working, such as annualised or compressed hours, as well as offering roles on a job-share basis.

We really value in-person interactions, so **hybrid working** means staff work in the office for three days over a fortnight but can choose to work wherever they like for the rest of their hours. Staff are supported to work even more flexibly and can choose four weeks per year when they work fully remotely.

Our staff truly embody our **values** of being supportive, trusted and ambitious. In 2025 we asked staff about working for Bliss. **100% of staff said they are treated with fairness and respect at Bliss. 100% said they enjoyed their work at Bliss and their managers are supportive.**

Working at Bliss also means you'll leave work every day knowing that you **make a difference**. We take opportunities to share each other's successes, and we are totally focussed on understanding the needs of our beneficiaries and seeking to address them. We share our findings regularly with each other, so that we all feel **connected to the cause** and see the **direct impact** we are having.

Working for a relatively small charity, you will get a real chance to shape the agenda and be able to take ownership of a project or task. We can also provide lots of opportunity to work with different teams and on project and working groups, so you'll never be bored!

We are an equal opportunities employer and take pride in our collaborative and inclusive work culture. We understand that we all have different priorities at home and we therefore aim to offer a mix of financial and non-financial benefits.

Our **benefits** include financial, health & wellbeing, lifestyle and career development options:

- 34 days paid holiday (pro rata for part-time employees) including bank holidays which can be taken whenever desired [26 days of holiday plus 8 days of bank holiday]
- Additional one-off week holiday granted as a 5 years' service award
- Generous contributory pension scheme
- Interest-free season ticket loans and tax-efficient cycle loans
- Enhanced company sick pay
- Enhanced family leave pay (after minimum service). Neonatal leave and pay
- Paid time off for volunteering
- Paid Emergency and Dependents leave
- Paid study days.

We have a relaxed work-life and dress code, offer free access to an **employee assistance programme** and ensure a genuine focus on ongoing **learning and development** for all staff, with dedicated L&D time and paid leave for personal L&D activities. Our staff are friendly and kind and enjoy **social activities** together in and outside of working hours.

Bliss is a London [Living Wage employer](#) and is signed up to the [Show the Salary pledge](#).

Accessibility Statement

Bliss is committed to recruiting employees who reflect the diverse community we serve. We know that in order to recruit the most talented people, we need to access a wide pool of talent, and this means being as inclusive as possible in how we recruit, support and retain our staff.

Bliss recognises the positive value of diversity, promotes equity and challenges discrimination. We welcome and encourage job applications from people of all backgrounds, including applications from Black, Asian and Ethnic Minority communities, people who identify as having a disability, and LGB+, Trans and non-binary candidates.

Some examples of our accessibility provisions for the recruitment process include:

- Step free access to the building, all key meeting rooms and bathrooms, and an accessible workstation
- Application pack in large / easy read format
- Additional time for interview tasks
- Private space for additional needs (e.g. prayer / breastmilk expression)
- Pre-interview meeting to talk through the role and person specification.

If you need any adjustments to enable you to access this job information, or the application process, please let us know.