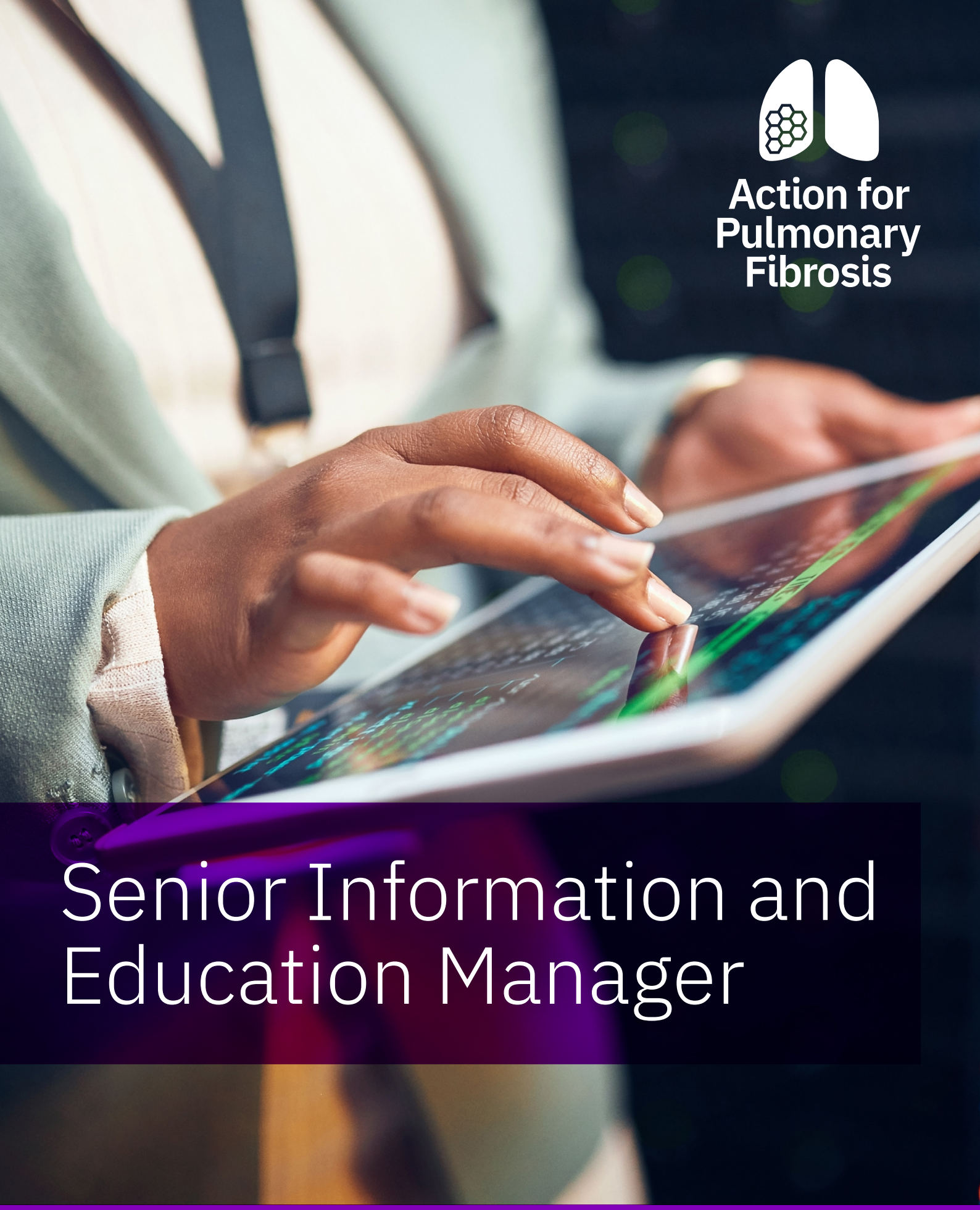

Action for Pulmonary Fibrosis

# Senior Information and Education Manager

Charity Commission England & Wales Registered Charity Number: 1152399
Scottish Charity Regulator Number: SC050992

actionpf.org

Action for Pulmonary Fibrosis

# Job description

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|---|---|
| **Job title:** | **Senior Information and Education Manager** |
| **Location:** | **Hybrid role**, with attendance at the charity's Peterborough office for team meetings, collaboration and other key activities, typically on a quarterly basis, alongside travel to meetings, events and partner sites as required. |
| **Salary:** | **Band 4** £40,000–£45,000 per annum. |
| **Hours:** | **Full-time, 37.5 hours per week**. Flexible working is supported. Occasional evening or weekend work may be required for events, with time off in lieu. |
| **Reports to:** | **Director of Support and Services** |
| **Direct Reports:** | **Education and Events Co-ordinator** |

## About Action for Pulmonary Fibrosis

Action for Pulmonary Fibrosis (APF) is the UK's leading patient charity for people affected by pulmonary fibrosis. We fund research, campaign for improved care, and provide trusted support and information.

Our ambition is bold, our focus is clear, and our work is driven by people living with pulmonary fibrosis. We are working to ensure that no one faces pulmonary fibrosis alone and that fewer lives are lost to this disease.

## Purpose of Role

The Senior Information and Education Manager will lead APF's patient information and education work, ensuring people affected by pulmonary fibrosis can access clear, accurate, trusted and accessible information when they need it most.

This role is both strategic and hands-on. The postholder will set the direction for APF's information and education offer, while also drafting and developing new patient information, identifying content gaps, improving existing resources and making sure APF's information remains evidence-based, up to date and shaped by lived experience.

The postholder will lead the development of APF's trusted information and education offer across digital, print and live formats. This includes reviewing patient information on the website, redrafting and improving content, strengthening how resources are ordered and distributed, and ensuring information reaches people affected by pulmonary fibrosis, healthcare professionals and other audiences in effective and cost-conscious ways.

As a manager, the postholder will lead the workflow of the Education and Events Co-ordinator, ensuring APF's education and events activity is well planned, high quality, joined up and aligned with wider information priorities. They will provide the strategic oversight, quality standards and senior management support needed so that education sessions, events, registration processes, follow-up journeys and impact reporting are delivered well.

This role supports APF's wider strategy by helping people access trusted information, education and support throughout their pulmonary fibrosis journey. It contributes particularly to APF's ambition to provide high-quality information and education, improve patient experience, and ensure that no one faces pulmonary fibrosis alone.

# Key responsibilities

## 1. Strategic Leadership of Information and Education

- Lead APF's patient information and education work, setting a clear direction for how information is developed, reviewed, delivered and improved.
- Develop and maintain an information and education roadmap, aligned with APF's strategy, audience needs and organisational priorities.
- Lead regular audits of APF's information and education offer, identifying gaps, duplication, risks and opportunities for improvement.
- Monitor emerging needs, audience feedback, service insight, clinical developments and wider health information trends to shape future priorities.
- Ensure APF's information and education offer is accessible, inclusive, evidence-based, clinically reviewed and grounded in lived experience.
- Work with senior colleagues to ensure information and education activity supports APF's wider work across support, services, policy, communications, fundraising and research.
- Represent information and education at the Operational Leadership Group, contributing to cross-charity planning, decision-making and delivery.

## 2. Patient Information Development and Content Ownership

- Lead the drafting, development and improvement of APF's patient information, including web content, printed resources, guides, factsheets, email content and education materials.
- Identify priority content gaps and lead the development of new resources to meet the needs of people affected by pulmonary fibrosis.
- Review and redraft existing patient information so that it is clear, accurate, accessible, up to date and easy to use.
- Ensure information is written in plain English, structured around user needs and suitable for people with different levels of health literacy.
- Develop information in different formats, including digital, print, video, audio, easy-read or other accessible formats where appropriate.
- Ensure content reflects the needs of patients, carers, families and people from under-served communities.
- Coordinate clinical review, expert input and lived experience review so that information is trustworthy and meaningful.
- Maintain a clear content lifecycle, including creation, approval, publication, review, update and retirement of resources.

## 3. Website Information Review and Digital Content Project

- Lead a full review of patient information on APF's website, assessing accuracy, accessibility, structure, tone, gaps and user experience.
- Redraft and improve website patient information so that people can find clear, relevant and supportive content at different stages of their pulmonary fibrosis journey.
- Work with Communications and Services colleagues to improve the way information is organised, signposted and maintained online.
- Ensure web content follows good practice in digital health information, accessibility, plain language and inclusive design.
- Use website analytics, search data, feedback and user testing to understand what people need and where content can be improved.
- Support the wider website project by providing expert input on patient information, content structure, resource pathways and user journeys.
- Ensure digital information is linked appropriately to education sessions, support services, newsletters, campaigns and wider APF activity.

# Key responsibilities (continued)

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### 4. Information Distribution and Resource Ordering

- Relaunch and manage APF's information distribution process so that resources reach people who need them in a timely, effective and cost-conscious way.
- Review and improve the website ordering process for information resources.
- Develop clear and appropriate ordering pathways for different audiences, including patients, carers, healthcare professionals, support groups and clinical teams.
- Work with colleagues to balance access, cost, stock control, postage, print volumes and environmental considerations.
- Monitor demand for printed and digital resources, using data to inform production, stock management and future planning.
- Ensure distribution processes support good data capture, follow-up and signposting where appropriate.
- Work with Communications, Services, Data and Supporter Care colleagues to ensure resource journeys are joined up and user-friendly.

### 5. Quality, Standards and Governance

- Review and maintain APF's standards and processes for developing, reviewing and approving patient information.
- Lead work towards PIF TICK or equivalent health information quality accreditation, where agreed.
- Ensure content is evidence-based, clinically reviewed, current and clear about sources and review dates.
- Strengthen expert review, lived experience review and sign-off processes.
- Ensure information meets accessibility, health literacy and inclusive communication standards.
- Lead on health information risk management, including accuracy, outdated content, unclear messaging and emerging misinformation.
- Develop APF's organisational approach to health misinformation, including monitoring risks, identifying opportunities for myth-busting and coordinating appropriate responses.
- Work with Communications and senior colleagues to ensure APF responds consistently and responsibly to misinformation or emerging public concerns.
- Ensure safeguarding considerations are built into education spaces, information resources and live or online activity.

### 6. Education Programme Oversight

- Provide strategic oversight of APF's education programme for people affected by pulmonary fibrosis.
- Line manage and support the Education and Events Co-ordinator to plan, coordinate, deliver and evaluate high-quality education sessions and events.
- Ensure education sessions are informed by patient need, clinical insight, lived experience and APF's information priorities.
- Oversee the annual education calendar, ensuring topics, audiences, speakers and formats are planned effectively.
- Ensure education activity is accessible, inclusive and available in formats that work for people with different needs, including those who are digitally excluded or less confident online.
- Support the Education and Events Co-ordinator with senior decision-making, prioritisation, stakeholder management and problem-solving.
- Ensure registration, follow-up, database flows and onward user journeys are aligned with APF's wider approach to information, support and engagement.
- Oversee impact reporting and learning from education sessions and events, ensuring insight informs future planning.

# Key responsibilities (continued)

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### 7. Events and Conference Oversight

- Provide senior oversight of education-related events and APF's presence at relevant external conferences.
- Support the Education and Events Co-ordinator to plan and deliver events to a high standard, including education events, webinars, conferences, symposia and stakeholder meetings.
- Ensure APF attendance at external conferences is planned with clear aims, audiences, materials, staffing, stand presence and follow-up.
- Work with relevant colleagues to ensure APF-wide events, policy events or parliamentary activity are supported appropriately where information or education expertise is needed.
- Ensure event learning, contacts and opportunities are captured and shared with relevant teams.

### 8. Freelance, Supplier and Partner Management

- Commission freelance or external support where needed, including medical writers, editors, designers, accessibility specialists, translators, printers, evaluators or digital suppliers.
- Develop clear briefs, timelines and quality expectations for freelance and supplier work.
- Manage supplier relationships to ensure work is high quality, good value and delivered on time.
- Review and quality assure externally produced content or materials before publication or use.
- Work with Finance and senior colleagues to manage procurement, contracts and budgets in line with APF processes.

### 9. Insight, Impact and Evaluation

- Develop and maintain an impact and evaluation approach for APF's information and education work.
- Use feedback, analytics, event data, resource ordering data, service insight and lived experience to understand reach, quality and impact.
- Produce reports and summaries showing what has been delivered, what has changed, what has been learned and where improvements are needed.
- Use insight to shape future content, education topics, formats, resource distribution and audience pathways.
- Share learning across APF to support wider planning, service development, communications and fundraising.

### 10. Cross-Team Working and Internal Advice

- Work closely with Communications to ensure health information messaging is clear, consistent and accessible across channels.
- Work with Services and Support colleagues to ensure information reflects the real needs of people affected by pulmonary fibrosis.
- Work with Policy and Public Affairs colleagues to support accurate, accessible information for policy and influencing work.
- Work with Research colleagues to ensure research-related patient information is clear, balanced and appropriate.
- Work with Fundraising to support funding proposals, sponsorship opportunities and cases for investment linked to information and education.
- Act as APF's internal adviser on patient information quality, health literacy, accessibility and user-centred content.
- Build and maintain relationships with clinicians, expert reviewers, people with lived experience, support group leads and external partners.

### 11. Budget and Resource Management

- Manage the information and education budget, ensuring resources are used effectively and responsibly.
- Monitor costs relating to content development, print, distribution, events, suppliers and freelance support.
- Develop business cases for investment where needed, using evidence, insight and clear expected outcomes.
- Work with Fundraising and senior colleagues to support grant applications, sponsorship opportunities or restricted funding linked to information and education.

# Person Specification

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## Essential Experience and Knowledge

- Experience of leading or managing health information, patient education, content or resources within a charity, healthcare, patient support or related setting.
- Experience of drafting, editing or overseeing patient information or health content.
- Experience of developing or contributing to information, education or content strategy.
- Experience of reviewing content gaps, setting priorities and translating user needs into clear plans.
- Experience of managing a content lifecycle, including creation, review, approval, publication, updating and retirement.
- Experience working with clinicians, expert reviewers or evidence-based content.
- Experience using insight, feedback, analytics or evaluation to improve content, services or user experience.
- Experience managing projects or programmes with multiple priorities and deadlines.
- Experience managing or supporting staff, including setting priorities, delegating work and reviewing progress.
- Experience managing external suppliers, freelancers or agencies.
- Understanding of health information standards, including accessibility, health literacy, plain English, clinical review and user-centred design.
- Understanding of health misinformation risks and the importance of clear, evidence-based organisational responses.

## Essential Skills and Abilities

- Excellent written communication skills, with the ability to create clear, accurate and accessible health information.
- Strong editorial judgement, with the ability to simplify complex information without losing accuracy or sensitivity.
- Strategic thinking, with the ability to set direction and translate ideas into practical plans.
- Strong organisational and project management skills, with the ability to manage competing priorities.
- Confident line management skills, with the ability to support, guide and develop others.
- Ability to balance strategic leadership with hands-on delivery.
- Ability to interpret evidence, clinical input, audience insight and feedback to inform content and decisions.
- Strong relationship-building skills, with the ability to work with clinicians, people with lived experience, colleagues and external partners.
- Ability to identify quality, safety and reputational risks in health information and respond appropriately.
- Good digital confidence, including understanding how people find and use online health information.
- Able to use data and insight to improve reach, access, quality and impact.
- Commitment to equity, diversity and inclusion, including improving access for under-served communities and people who are digitally excluded.

# Person Specification (continued)

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## Desirable experience

- Experience of achieving or working towards PIF TICK or similar health information accreditation.
- Experience of leading a website content review or digital content improvement project.
- Experience developing patient information for people with long-term, rare or complex health conditions.
- Experience developing accessible formats such as easy-read, audio, video, translated or low-digital resources.
- Experience of working in a health charity.
- Experience of managing printed resource distribution, ordering systems or fulfilment processes.
- Experience of commissioning medical writers, editors, designers, translators or accessibility specialists.
- Awareness of emerging technologies and their potential risks and opportunities for health information.

## Leadership Attributes and Approach

- Provides calm, clear and confident leadership in a complex and evolving area.
- Balances strategic thinking with practical delivery.
- Builds trust through expertise, consistency and collaboration.
- Takes ownership while enabling others to contribute and succeed.
- Values lived experience and actively seeks diverse perspectives.
- Is curious, reflective and committed to continuous improvement.
- Works with integrity, accountability and care.

## Diversity and Inclusion

At Action for Pulmonary Fibrosis, we are committed to promoting equity and inclusion. Pulmonary fibrosis does not discriminate, and neither do we. We believe that our team should reflect the diverse communities we serve.

We warmly welcome applications from all candidates, irrespective of age, disability, race, sex, pregnancy or maternity, gender reassignment, sexual orientation, religion or belief, or marital or civil partnership status.

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# Terms of appointment

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| **Contract:** | Permanent |
| **Salary band:** | Band 4 – £40,000–£45,000 per annum |
| **Pension:** | Auto-enrolment. APF contributes 3%. |
| **Holiday:** | 25 days plus 3 discretionary days at Christmas, plus bank holidays. Buy/sell leave scheme available. |
| **Location:** | Hybrid role – 1 day per week in the charity's Peterborough office, with occasional travel to meetings, events and partner sites as required. |
| **Hours:** | 37.5 hours per week. Flexible working is supported, with TOIL for agreed out-of-hours work. |
| **Other benefits:** | Flexible working policies, free gym membership at Peterborough office, life assurance. |
| **Probation:** | Three months. |
| **Notice periods:** | Two weeks on both sides during the probation period, extending to three months thereafter. |

# How to apply

Please submit a CV and a covering letter of no more than two pages outlining your suitability for the role and how your skills and experience meet the requirements of the job description.

Interviews will be held on a rolling basis. First-stage interviews will take place virtually, with successful candidates invited to a second-stage interview at our Peterborough office.

Registered office:
Action for Pulmonary Fibrosis, Studio 8, Stuart House,
St John's Street, Peterborough, PE1 5DD

Registered with FUNDRAISING REGULATOR

England & Wales Charity Registration Number: 1152399
Scotland Charity Registration Number: SC050992