



POST TITLE:	Family Engagement Coordinator
RESPONSIBLE TO:	Family Programme Manager
LOCATION:	Cheltenham office with home working approx. 50/50
HOURS OF WORK:	Full time/ 35 hours per week
SALARY:	£24,571

Role Purpose

The WellChild Family Tree Network is a growing network that exists to connect families across the UK caring for a child with serious health needs with each other, and with WellChild. Through its online forum, and programme of activities, events and communications, it provides members with the opportunity to make friends, make memories and make a change.

Working within the Programmes delivery area of the charity and as part of the Family Team this role will report to the Family Programme Manager and is central to the development and further expansion of the WellChild Family Tree.

The key to this role will be taking ownership of and delivering a well-defined WellChild Family Tree community experience that attracts and engages families from across the UK, and includes the provision of high quality content and regular communications.

Main Duties and Key Responsibilities:

Working closely with the Family Programme Manager and alongside the Family Team, this role will promote the engagement of families and deliver a well-defined WellChild Family Tree membership experience:

WellChild Family Tree Membership

- Responsible for the registration of and ongoing membership process for the WellChild Family Tree network, maintaining accurate and up to date records using a client management system and ensuring data protection and GDPR processes are followed.

- Act as a first point of contact and ensuring that all enquiries from families are responded to in a timely manner.
- Keep the WellChild Family Tree promotional section of the website up to date, writing and updating content to ensure it is accurate and fit for purpose.
- Take the lead on developing and running an engaging membership experience that includes coordinating the welcome of members to the WellChild Family Tree both online and offline; develop engaging activities, events and topics for discussion online; and communicate WellChild's programme of activities and opportunities for involvement to the wider network.
- Establish good relationships with families who offer their time to support WellChild and support both WellChild colleagues and families so that best practice in relation to involvement and participation is followed.
- Support and deliver safeguarding policy and processes within the WellChild Family Tree, events and activities. Identifying and raising any concerns and acting as a first point of contact for concerns raised within the WellChild Family Tree Facebook Group, ensuring safeguarding of children principles are embedded in all areas of work.

WellChild Family Tree Growth

This role will be responsible for raising the profile of the WellChild Family Tree with an emphasis on reaching the most 'hard-to-reach' families including those from minority groups, a range of socio-economic backgrounds and target geographical areas with low membership rates. This will include:

- Working with the Family Programme Manager to set clear, ambitious and achievable targets for the recruitment of families.
- Working with the Communications Team to develop and deliver a creative and innovative promotional plan that enhances the diversity of the WellChild Family Tree.
- Preparing Family Tree marketing materials and ensuring the WellChild Family Tree brand is communicated effectively and consistently throughout all promotional activity.
- Taking the lead on working collaboratively with colleagues and stakeholders to ensure that the WellChild Family Tree is firmly embedded in all WellChild's interactions with families so that they have access to the programme.
- Project manage collaborations with health professional networks and other organisations (e.g. WellChild Nurses, professional advisory panels, hospices) to reach and engage with new families.
- Utilising database reports and surveys to make proposals for the future growth and development of the WellChild Family Tree.

Family Communication

To lead on the production and coordination of regular and useful content for families. This includes:

- Proactively working with other WellChild colleagues and other stakeholders to execute the communications plan for the delivery of content for members of the WellChild Family Tree, to include monthly newsletter, regular bulletins (e.g. Wellbeing Wednesday) and social media posts
- Working with colleagues to ensure mailings are timely and well-coordinated and evaluating best forms of communication on an ongoing basis.
- Taking the lead on the moderation of the WellChild Family Tree online forum to ensure member activity is within the group's guidelines of conduct. This includes working with the wider the Family Team.
- Responsibility for monitoring online activity and recording key issues/challenges facing families to inform future publications and online resources for all families online, ensuring these are responsive to the diverse needs of families.
- Acting as an adviser on best practice in family engagement, working with colleagues at the earliest stage of projects that involve families to establish family-appropriate tone and messaging.
- Support with maintenance and content of "In Your Area" project alongside the Family Team.

WellChild Events Involving Families

- Support annual WellChild Awards activity relating to families, i.e. acting as a point of contact for enquiries and administration throughout the duration of the programme delivery.
- Coordinating invitations and registrations for families to attend family fun days and one-off events, as well as promoting, attending and assisting families at events such as family fun days, ticket giveaways and virtual events.
- Planning and running activities at family events that are accessible to our families.
- Support the Family Programme Manager with requests for families to be involved in our projects, i.e obtaining consents and recruiting parents/carers for projects/events including but not limited to fundraising, PR and media activity.
- Maintaining accurate and up-to-date records using a client management system.
- Acting as first point of contact for any requests from families to register and attend WellChild Family Tree events.

Additional Responsibilities:

Support the work of the Family Team, including:

- Ensuring that safeguarding children principles are embedded in working procedures and risk assessments for all areas of work.
- Supporting with the identification of family case studies from the various areas of WellChild's programme of support as needed.
- Keeping up to date with best practice guidelines, and working in accordance with all policies and procedures relating to the engagement of families, children and young people.
- Ensuring all activities are closely monitored and evaluated as necessary. This includes developing and regularly updating project plans; monitoring progress against targets; reviewing outputs and outcomes; and updating progress towards these when required.
- Attending Family Team Meetings.
- Collaborating with WellChild Colleagues and external stakeholders to promote the Family Tree, ensure families voices are heard in multi-disciplinary settings and undertake joint working projects to enable children to thrive at home on an ad hoc basis.

General:

- Attend and participate in internal and external meetings, training and development as required – this may sometimes involve travel away from the office and working outside of normal hours.
- Participate in WellChild projects as required.
- Attend and participate in WellChild events – this will involve travel away from the office and working outside normal hours including some weekends.
- Take all opportunities to promote the work of the charity in order to continually build our network of supporters.
- To undertake any other duties as may be requested by Family Programme Manager/SMT as WellChild's work develops and new needs emerge.
- To contribute to and support other areas of the organisation, particularly during times of peak workload.

This job description is not an exhaustive list of duties but is intended to give a general indication of the range and extent of work to be undertaken; it will vary from time to time.

Person Specification

EXPERIENCE:	KNOWLEDGE AND SKILLS:	GENERAL ATTRIBUTES:
<ul style="list-style-type: none"> ■ At least two year's demonstrable experience of working with vulnerable groups e.g. families and/or children and young people ■ Demonstrate ability to work as part of a team and use own initiative ■ Experience of using a CRM database, mailing and online survey services, e.g. Send In Blue, Online Surveys, WordPress. (desirable). ■ Experience in monitoring, evaluation, data analysis and report writing. ■ Confidence in using social media channels to communicate with target audiences. ■ Excellent writing and editing skills, with experience of producing information for vulnerable groups e.g. families, children and young people. (desirable) ■ Experience of project management. ■ Experience of working in children's health sector (desirable). ■ Experience of family involvement & participation work (desirable). ■ Experience in membership management or working within a membership scheme. (desirable) ■ Experience of engaging communities online and offline. (desirable) ■ Experience of preparing mailings and marketing materials. (desirable) 	<ul style="list-style-type: none"> ■ Demonstrate a logical approach to developing and implementing processes ■ Demonstrate excellent communication skills to a wide range of people, stakeholders, vulnerable groups e.g. children, young people and families. ■ Demonstrate excellent attention to detail and organisational skills and the ability to prioritise own workload to meet deadlines whilst managing a varied workload. ■ Able to quickly assimilate and interpret information accurately ■ Able to develop relationships, identify and maximise opportunities and maintain successful networks. ■ Awareness of charity role around adult and children's safeguarding legislation ■ Strong administrative skills and good IT skills including Word, Excel, Outlook and Teams. ■ Able to demonstrate excellent attention to detail. ■ Understanding of the confidential nature of using data & GDPR. 	<ul style="list-style-type: none"> ■ Flexible and adaptable ■ Sympathetic to the aims and values of WellChild ■ Able to occasionally work outside of normal working hours and away from Cheltenham ■ Upholds the Charities values, beliefs and culture on keeping children safe and an ability to work in a way that promotes the safety and wellbeing of children and young people ■ Positive 'can do' approach and able to deal with a wide variety of tasks throughout the day ■ Empathetic, sensitive, friendly and approachable, with the ability to perceive/understand emotions, judge appropriate responses, and appreciate the impact of actions on others. ■ Positive approach to working collaboratively and valuing colleagues and stakeholders. ■ Hold a valid UK driving licence