



POST TITLE:	Family Information Officer
RESPONSIBLE TO:	Family Programme Manager
LOCATION:	Cheltenham (Cheltenham/Hybrid working)
HOURS OF WORK:	Full time/ 35 hours per week
SALARY:	Circa £25,500

Background:

WellChild is the national charity for seriously ill children and their families. More than 100,000 children and young people are living across the UK with complex health needs. Many spend months, even years in hospital simply because there is no support enabling them to leave. Meanwhile those who are at home face inconsistent and inadequate levels of support.

Through a UK-wide network of children's nurses, home and garden transformation projects and family support services, WellChild, who have The Duke of Sussex as its Patron, exists to give this growing population of children and young people the best chance to thrive – properly supported at home, together with their families.

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

Purpose of the Role:

Families thrust into a world of disability and complex care find themselves having to navigate their way through a 'new normal' with nowhere to go for relevant information and advice. The result leaves many unaware of their entitlements or the help that might be available. This puts many families under extreme pressure, leading to financial hardship, family breakdowns and emotional strain.

Working within the Family Team and reporting to the Family Programme Manager, this role will continue to develop and expand WellChild's family information provision. This will be achieved through the research and delivery of information, tools and advice for families on subjects such as, but not limited to, cost of living, health, legal rights and entitlements, wellbeing and local services.

Key Responsibilities:

Working closely with the Family Programme Manager and the other members of the Family Team, this role will identify the most pressing issues facing families and curate the most relevant, up to date information from a variety of expert sources. This will include becoming familiar with relevant policy and guidance for families caring for children with complex medical needs. The role will fill a critical information gap for the families that WellChild supports and will help the charity attract new and harder to reach families into the WellChild Family Tree network. Working alongside the Family Team and wider Programmes Team, this role will take the lead on information projects aimed at helping families to thrive at home.

1. Identification of key issues:

- Work with the other members of the Family Team to listen and identify common themes and challenges being raised and discussed in the WellChild Family Tree forum;
- Create and analyse information from surveys, workshops and interviews within the WellChild Family Tree and Parent Ambassador groups to understand key issues and challenges facing families;
- Work with the Charitable Programmes Project Manager to identify and develop information resources for professionals; attending meetings with WellChild nurses and external key stakeholders as necessary.
- Build relationships with other organisations and stakeholders to understand the current information needs of families;
- Become familiar with the relevant health, social care and education policy and guidance for families caring for children with complex medical needs.

2. Information development and delivery:

- Develop an information/content plan that covers a variety of family-relevant subjects, focused on the key issues,/ challenges and themes raised.
- Design and deliver family information resources, exploring the use of a variety of widely accessible content types and delivery mechanisms (e.g. written articles, blogs, guides, webinars etc);
- Take day-to-day lead on all family information related projects.
- Ensure all content takes into account the accessibility requirements of the audience as much as possible.
- Work with the WellChild communications team to ensure the WellChild information hub meets the branding guidelines for the organisation
- Ensure families are involved in the creation of new information, with an aim to diversify and reach into minority groups.
- Support the ongoing development of a recently launched new online services directory called 'In Your Area'; leading on moderation of comments, monitoring and evaluation and it's future development.

3. Long term sustainability and credibility:

- Put the appropriate monitoring, evaluation and reporting in place to help assess and communicate the impact of the project both internally and externally;
- Work with the Family Programme Manager, and Senior Management Team to explore and develop appropriate information accreditations and standards.
- Provide accurate and timely reporting to the fundraising and management teams, to secure longer-term funding opportunities creating sustainability of WellChild's online information work.

Additional Responsibilities:

- Work as part of the WellChild Family Team and support the work of the team, assisting with other aspects of WellChild's Family work when required (e.g. at events, with family requests, etc);
- Work with the Family Team to provide content for the online forum;
- Create and deliver family workshops based on resources curated in the role;
- Keep up-to-date with best practice guidelines, and work in accordance with all policies and procedures relating to the engagement of families, children and young people;
- Ensure 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;
- Attend Family Team Meetings.

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"> ■ Excellent writing and editing skills, with experience of producing information for vulnerable people. ■ Experience in digital design and in leading and delivering the development of new digital services and products (desirable). ■ Demonstrate ability to work as part of a team and use own initiative. ■ Confidence using digital and social media channels to communicate with target audiences. ■ Experience in monitoring, evaluation, data analysis and report writing. ■ Good knowledge of and experience in using databases and online surveys. ■ Experience of working in children’s health sector (desirable). ■ Experience of project/service management or coordination. ■ Able to be creative in identifying and maximising opportunities for programme growth and development. ■ Experience of engaging communities online and offline. 	<ul style="list-style-type: none"> ■ Demonstrate a logical approach to developing and implementing processes. ■ Demonstrate excellent communication skills to a wide range of vulnerable people and stakeholders. ■ 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, identifying and maximising opportunities. ■ Understanding of the confidential nature of using data & GDPR. ■ Good IT skills including Word, Excel, Outlook and Teams. ■ Demonstrable success in establishing and maintaining successful networks and relationships. ■ Experience of using applications or client management systems, for example Raiser’s Edge, online survey platforms, WordPress (desirable). ■ Knowledge of delivering a range of online and offline content types (guides, blogs, videos, podcasts, webinars etc) (desirable). 	<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 thought 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. ■ Able to demonstrate a positive approach to working collaboratively and valuing colleagues.