

**Job Description**

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| **Job Title** | Health Education Manager |
| **Reporting to** | Head of Communications and Campaigns |
| **Responsible for** | NA |
| **Hours** | Full time |
| **Salary** | £40-45K per annum |
| **Benefits** | Attractive benefits package including private health care, employee discount scheme and cycle to work scheme |
| **Location** | Hybrid working between London Bridge office and remote working |
| **Organisation** | |
| Wellbeing of Women is the women’s health charity saving and changing the lives of women, girls and babies. Our ambition is to ensure that women’s lives are not limited by their gynaecological and reproductive health.  We do this by investing in world class research, championing education, tackling taboos, influencing guidelines, policy and practice and empowering women to advocate for themselves.  The charity is in an exciting stage in our evolution. We are two years into a five-year organisational strategy that is funding groundbreaking research and driving the charity to reach more women and girls through education and advocacy campaigns.    We are looking for a Health Education Manager to plan and implement our education strategy.    Wellbeing of Women is an equal opportunities employer. | |
| **Main Purpose of Job** | |
| We are looking for an experienced health education communications specialist, to take a strategic approach to our education work to deliver one of the charity’s key strategic pillars.  The Health Education Manager will be responsible for the overall management and delivery of our health education and research communications work. The post holder will work closely with the wider communications and campaigns team, as well as others across the charity to ensure that the latest evidence and research on women’s reproductive health underpins all the content that we produce. They will work to ensure that the information and support that we offer women is evidence based, reliable and meets the needs of women who come to us for advice, as well as the wider public, healthcare professionals and other key stakeholders. This includes information pages on our website, webinars, podcasts, social media videos and work on fundraising partnerships, as well as products such as the Employer Membership Programme.  Our Communications and Campaigns team is growing this year. We have been changing how we communicate and campaign and are carving out a new approach to media work, political engagement, and digital mobilisation. Health education will be a key part of this. This role is new to the organisation and the post holder will be able to influence it according to their skills and experience. | |
| **Main Duties** | |
| Develop a strategy for the delivery of our health education offering in line with organisational objectives and as part of our wider communications work.  Lead on the planning and production of our health education content, including our online health information pages, webinars and educational videos.  Develop and maintain systems for evaluating and measuring the impact of our educational work.  Working with the wider communications and campaigns team, develop our new podcast offering for 2024.  Develop new information products aimed at engaging women in traditionally marginalised communities.  Work with colleagues in fundraising on corporate partnership opportunities that have a focus on education and research projects.  Work with fundraising colleagues on the educational aspect of the Employee Membership Programme.  Contribute to the production of statistics and facts to support all external communications and policy recommendations.  Work with research colleagues to keep up to date with our research portfolio and find the best ways to publicise our pioneering projects advancing women’s health research and the impact of completed programmes.  Reviewing and editing content and checking the scientific accuracy of information. This may include responses to enquiries from the public and fundraising content for philanthropic and mass marketing audiences.  Form and maintain relationships with researchers and other relevant experts, including managing peer reviewer volunteers.  Stay up to date with women’s health sector research developments, to ensure that the charity maintains a strong evidence base.  Collaborate with subject matter experts, healthcare professionals, and other stakeholders to ensure the accuracy and credibility of health information.  Contribute to Communications & Campaigns team planning with creative ideas to help develop our campaigns. | |

**Person Specification**

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| **Criteria** | **Essential** | **Desirable** |
| **Experience** | | |
| Experience of developing health information for patients and the public, ideally for a charity.  Expertise in translating science and research into communications for a lay audience.  Experience producing online assets for educational purposes, including video and familiarity with a variety of digital channels to promote them.  Experience working on podcasts.  Experience of working with agencies and freelancers to deliver projects.  Experience managing health information strategies, including measuring impact/success. | E      E        E | D      D    D |
| **Knowledge and Skills** / | | |
| Excellent verbal and written communication skills, including the ability to translate complex scientific information into accessible content.  Knowledge of health issues, especially women’s health  Understanding of the benefits of user involvement in health information production and ways to facilitate this.  Strong evaluation and reporting skills measuring performance and success.  Ability to understand the engagement needs of different audiences and the ability to create content for them.  Ability to build effective working relationships with colleagues, researchers and other stakeholders.  Well organised with ability to work on multiple tasks and priorities in a fast paved environment. | E      E  E  E      E    E    E |  |
| **Attributes** | | |
| * Creative team player exhibiting flexibility, determination, enthusiasm. * A willingness to learn about, engage with and support our efforts to become a more diverse, inclusive and equitable organisation. | E  E |  |
| **Other Requirements** | | |
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Note: This job description reflects the present requirements of the post. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the job holder.