

## Job description

### Senior Health Information Officer

<b>Reporting to:</b>	Health Information Manager
<b>Staff responsibility:</b>	N/A
<b>Salary:</b>	£31,500 per annum plus London weighting if applicable Contributory pension scheme
<b>Location:</b>	Flexible – London or home-based within the UK with occasional travel and overnight stays
<b>Holiday entitlement:</b>	27 days plus three discretionary days between Christmas and New Year and statutory holidays
<b>Terms and conditions:</b>	Fixed term 12 month contract. Full time, 35 hours a week. The post holder may be required to work some evenings and weekends. Time off in lieu will be given in line with the charity's policy

### About Bowel Cancer UK

Bowel Cancer UK is the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We currently have around 70 staff based in England, Wales Scotland and Northern Ireland. Thanks to the generosity of our community, we're in a privileged position to be able to grow our staff team to deliver our ambitious new strategy, which will be launching in the spring. There are huge challenges facing bowel cancer patients across the UK, and our community needs us now more than ever. We're building a strong and united team to bring us closer to a world where nobody dies of bowel cancer.

### Job summary

The Senior Health Information Officer is responsible for producing and maintaining our health information content both digitally and in print. The role is critical to ensure health

information meets high standards, including being evidence based, reliable and meeting the needs of patients and their families, the public and healthcare professionals.

By maintaining a watching brief of the bowel cancer landscape, the post holder will ensure key updates are disseminated effectively both internally and externally in a clear, engaging and accessible way.

## **Main responsibilities**

- Manage and maintain the suite of print and digital in-depth PDF health information booklets, leaflets and posters
- Support the Health Information Manager to project manage the review and updating of existing health information, making use of freelance medical writers where funding is secured, managing the relationship with these freelancers, ensuring projects are delivered to schedule
- Manage and maintain all of the digital health information content on our website, ensuring content is updated according to review schedules and as evidence changes
- Write clear, accurate and engaging health information content in a variety of formats such as videos, blogs and Facebook Live sessions
- Develop and review new and existing information materials, ensuring they're based on the latest evidence, high quality and written in a clear and engaging way
- Explore new and innovative ways to make our information more accessible, meeting the needs of different audiences and communities, including seldom heard groups
- Proactively gather insights to ensure we're meeting the needs of our target audience
- Develop and maintain systems for gathering feedback and evaluating our information resources against the impact framework and feed this evidence into future service development and fundraising proposals
- Effectively manage and support volunteers who work with the team to inform the development and distribution/dissemination of information resources
- Work with the Digital and Communications teams to ensure all health information content meets brand and tone of voice guidelines and is marketed appropriately both digitally and offline in print
- Work with the Communications team to manage and commission the design and print of PDF booklets, posters and leaflets
- Work closely with the Clinical Lead, Senior Evidence Officer, the organisation's Medical Advisory Board and other clinical stakeholders to ensure all patient

information meets the highest evidence standards and reflects current clinical practice

- Maintain a watching brief on the sector, including research and related news and stay up to date with newly published research to build a strong evidence base

## **Person specification**

### **Qualifications and experience**

- Experience of working in a health or medical information role, or in research communications
- Experience of explaining and translating science and medical issues for a lay audience
- A medical or science qualification or background
- Experience of managing a suite of information resources to review schedule
- Experience of working to high standards of information production; particularly involving users and evidence-based working

### **Knowledge, skills and abilities**

- Exceptional copywriting, editing and proof-reading skills with ability to write copy for a wide range of audiences in a variety of formats
- Excellent knowledge of digital communication channels and experience of using these to communicate information effectively, proven ability to write digital content and use content management systems
- Ability to critically appraise research evidence and translate this into clear, accessible information for a range of audiences
- Adopts a cross-organisation approach and able to proactively work with teams across the charity
- High level computer literacy, with a good understanding of Microsoft Office and internet search methods
- Excellent organisational and project management skills
- Knowledge and understanding of print production mechanisms, distribution and fulfilment

## **Personal qualities**

- Strong commitment to our work, mission and values and empathy for the experience of people living with bowel cancer
- A clear and engaging communication style, with the ability to influence and build relationships across the organisation
- A self-starter who calmly and pro-actively finds solutions to problems and manages own time well
- A commitment to equal opportunities
- Strong attention to detail