**JOB DESCRIPTION**

Position in organisation: Health Information Manager

Reports to: Head of Policy and Research

Main working relationships: Charitable Activities Team, Communications Team

Direct stakeholders: Patients, Healthcare Professionals, General Public

**MAIN PURPOSE OF THE ROLE:**

Awareness. Information. Action.

The role of the Health Information Manager is to promote awareness of the symptoms and hereditary risk of ovarian cancer, provide health information to key audiences, and drive action to prevent, earlier diagnose and better treat the disease.

**SCOPE OF THE ROLE:**

* Develop and manage our portfolio of health information resources (online and offline) to give patients and health-care professionals the information they need to navigate the disease.
* Coordinate programmes to raise awareness of the symptoms and hereditary risk of ovarian cancer to increase the number of people taking early action on the disease.
* Undertake research to collect evidence and insight to inform the direction of our campaigns and programmes.
* Support campaigning and policy development to ensure our campaigns are evidence-based and impactful for all women with ovarian cancer.
* Ensure the wider team are well briefed about ovarian cancer to support the delivery of their own roles.

 **KEY DUTIES AND RESPONSIBILITIES:**

**Information Resources**

* Develop and maintain our portfolio of health information resources, online and offline, ensuring all are evidence-based and up to date.
* Develop innovative ways to provide health information that increase reach and meet unmet needs.
* Analyse and understand the impact of our portfolio of information resources.
* Turn complex clinical information into clear and concise copy for our communication channels, ensuring information is culturally relevant and accessible.
* Respond to health information enquiries by email, social media and phone. Note – Ovarian Cancer Action does not offer support services and you will not provide counselling or medical advice to patients.
* Maintain an up-to-date and evidence based library of responses to common health enquiries.

**Raising Awareness**

* Coordinate programmes to raise awareness of the disease symptoms and hereditary risk of ovarian cancer in the general public, high-risk communities and primary care professionals to increase the number of people taking early action on the disease.
* Deliver outreach events to audiences to raise awareness of the symptoms and hereditary risk.
* Coordinate volunteer-led awareness raising programmes.
* Work in partnership with the communications team to promote symptoms and risk awareness through owned, earned and paid channels.

**Evidence & insight research and horizon scanning**

* Develop and manage an up-to-date, accessible internal ovarian cancer statistics resource.
* Carry out regular horizon scanning on relevant issues which will impact on people with or at risk of ovarian cancer, proactively identifying and briefing colleagues on emerging issues.
* Network and liaise with external stakeholders to research and inform new policy positions, including academics and other charities.
* Work with colleagues across the organisation to ensure that the experience and views of all people affected by ovarian cancer, and key stakeholders such as healthcare professionals and researchers, are reflected in the charity’s work.
* Support activity to publicise compelling data that illuminates our campaigns and activities to external audiences, including decision makers and the media.
* Undertake research and analysis to inform the strategic direction of OCA charitable activities and organisational strategy.

**Campaigns and policy development**

* Conduct high quality research, expert/stakeholder consultation and analysis to provide a robust evidence base for our communications, policy positions and other charitable activities.
* Develop evidence-based policy reports, briefings, and consultation responses in line with our strategic priorities (inc. NICE and SMC consultations).
* Conduct external stakeholder mapping to ensure that we are well networked within the relevant communities and audiences to maximise the impact of Ovarian Cancer Action’s campaigning.
* Support Communications colleagues with PR activity related to relevant charitable activities.
* Support the creation, co-ordination and delivery of integrated campaigns e.g. OCAM, and contribute information expertise to integrated campaigns.
* Support the development and implementation of impactful influencing strategies to support our policy recommendations.

**Internal briefing and communication**

* Proactively contribute relevant information, insights and evidence to the Ovarian Cancer Action team to enhance their work, flagging action points to relevant team members.
* Liaise regularly with the Communications Team, facilitating knowledge sharing between Communications and Charitable Activities and ensuring their work is aligned.
* Work with the Fundraising Team to provide content to support fundraising applications for relevant projects.
* Provide briefings for the Leadership Team on policy and other charitable activities in advance of key stakeholder meetings.

**PERSON SPECIFICATION**

**About the ideal person and their required experience and skills:**

**At Ovarian Cancer Action we look to our team to engage with confidence, positivity, resilience, and passion. This means that a role holder’s attitude to their work and fellow team members is just as important as their skills and abilities.**

**Qualifications and previous career experience**

Essential Experience:

* Working in a health information and / or health outreach related role.
* Explaining and translating clinical information for a lay audience.
* Producing high quality written communications.
* Carrying out research using qualitative or quantitative research methods and applying these in a health-related environment.
* Using a range of evidence sources to draw conclusions and make recommendations.
* Working sensitively and positively with people affected by illness.
* A medical or science qualification or background is highly desirable. If not, candidates must have demonstrable experience working in a health related field.

 Desirable Experience:

* Delivering high quality verbal communication to a lay audience.
* Creating user-focussed content and developing user journeys.
* Working in a health related charity.
* Volunteer management.
* Managing own budgets.

**Knowledge, skills and attributes**

Essential

* An understanding of the needs of people affected by illness and their lived experiences.
* Confident communicator with wide range of stakeholders from patients to clinical community.
* Excellent copywriting skills with ability to turn complex clinical information into lay copy.
* Organisation, prioritisation and workload management
* Excellent networking, relationship building and management skills
* Able to use initiative, taking full ownership of area of responsibility
* High level computer literacy, with a good understanding of the Microsoft Office package
* Understanding of the NHS and the relevant structures to achieve improvements for patients.

Desirable

* An understanding of the needs of people affected by ovarian cancer / risk related gene mutations and their lived experiences.
* Excellent analytical skills to allow a test and learn approach to continually improve services.
* Excellent track record in managing KPIs, monitoring impact and evaluation techniques.
* Understanding of NHS health datasets.

**Attitude and personal qualities**

Essential

* Enthusiastic and passionate about the aims of the charity
* Hard working and self-motivated
* A commitment to equality, diversity and inclusion
* Optimistic outlook, focusing solutions as opposed to problems
* Energised by working as part of a high-performance team working towards growth
* Brings a positive, friendly, calm, professional and helpful disposition to the team
* Adaptable and flexible work approach, open to change
* Flexible to the needs of the post e.g. may require working outside of normal working hours