



September 2019

Dear Candidate,

Thank you for your interest in this role at Guts UK charity and I hope you will find all relevant information enclosed in this pack. We've tried to give a good picture of where we are as an organisation and the kind of person we are looking for as we build our team.

I joined as CEO in April 2016. The charity was called Core and whilst it had a superb track record in funding medical research in the area of gastroenterology, it wasn't well known outside of medical circles. I was struck by how many people affected by digestive disorders would benefit by accessing the top-quality patient-facing information available, so they don't suffer in silence or alone. How starting a national conversation about our guts and giving them the attention they rightly deserve was so very timely. One year on since we changed the charity's name and rebranded our mission as Guts UK, we can see already that we are more visible and accessible for those who need us. Guts UK is ready to put digestive health on the map.

We are now looking to recruit our Information Manager, a crucial new resource. This role will deliver even more relevant content to inform, support, educate and empower people affected by digestive conditions. Could that be you?

You will join a small, professional and passionate team all equally fascinated by our subject and energised by the opportunity and challenge to grow Guts UK so that everyone affected by conditions of the gut, liver and pancreas can find us.

We look forward to hearing from you.

A handwritten signature in black ink that reads 'Julie Davy'.

CEO, Guts UK Charity



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Information Manager Job Pack: Guts UK Charity

Background

Guts UK's vision is of a world where digestive disorders are better understood, better treated and everyone who lives with one gets the support they need.

We provide expert information and raise awareness of digestive conditions and are the only charity in the UK that funds research on all conditions from top to tail.

Research into gastroenterology - the gut, liver and pancreas - is woefully underfunded and has been for decades despite digestive disorders being widespread in the UK population.

There is so much we still need to understand. The range of gastrointestinal conditions and disease is vast, from mildly troubling symptoms that may be a daily irritation, to devastating diseases such as pancreatitis and digestive cancers. Cancers of the liver, pancreas, oesophagus and stomach are four digestive cancers that remain in the category of the least survivable cancers, where they have languished for decades.

The Digestive Disorders Foundation was established in 1971 by Sir Francis Avery Jones to improve the lives of patients with gastrointestinal disorders, by raising funds for research and providing information and awareness. The first donation was £500 from its sister organisation, the British Society of Gastroenterology (BSG) where we still have a base today. The charity has invested more than £15 million into digestive health research to date. We are proud and active members of AMRC and supported by a respected and highly valued Research Awards Committee.

If the guts work, life works.

Our development:

It is an exciting time to join us, one of growth and development. We are a small but committed and passionate team working out of two offices in London and Yorkshire. The successful candidate for the role of Information Manager will be expected to work out of one office on a regular basis as well as able to travel nationwide as required by the role.

These dual locations allow us to serve as a national charity. Guts UK is committed to building our team to better deliver services for people affected by conditions of the gut, liver and pancreas, raise more income and grow our research programme.

The challenge:

Today, the recently renamed and rebranded Guts UK charity raises around £500,000 a year. It's not nearly enough. It's now time to get some recognition for gastrointestinal conditions,



raise a visible banner for those affected and redress the imbalance between the burden of gastrointestinal disease and the pitiful levels of research.

Most patients want to understand their medical condition so they can work alongside the health care professionals looking after them, 'experts by experience' and 'experts by profession', coming together to communicate and work for the best possible outcomes. Guts UK wants to be the lead charity for people seeking a credible, trusted source of information about all aspects of digestive health, when they need it and how ever they need it.

Guts UK charity is ready to put digestive health on the map. We are looking for a new colleague who can see the size of our ambition, share our vision and who is ready to use their experience, skills and energy to enable this transformation to happen. Could that be you?

The candidate:

We are seeking an Information Manager who believes in the role of information to educate and empower people to actively participate in their care. This new role is an important step in putting our beneficiaries at the centre of the charity, ensuring Guts UK better serves people affected by digestive disorders and places them firmly at the heart of our decision-making.

As our Information Manager, you will play a key role in championing new and engaging ways to deliver a wide range of information to people who need our services. Confident and experienced in the healthcare marketplace, ideally in the area of digestive health, you will see the potential to deliver resources to a public that in the main, doesn't even know that Guts UK exists. As Guts UK's information lead, you will respond to day to day enquiries for information by telephone and email. You will thrive on the opportunity to communicate with supporters, patients and their families and the wider public in an informative and compelling way.

Our ideal candidate will be able to effectively engage with internal and external colleagues from clinicians to journalists as a spokesperson for Guts UK representing the patient voice as they progress within the role. You will take pride in supporting all parts of our research portfolio and contributing to the future strategic and organisational development of Guts UK.



Job Description

Job Title:	Information Manager
Salary:	£28,000
Hours:	Part time 30 hours per week (4/5 days)
Function & Department:	Information
Reports To:	CEO
Location:	London or Yorkshire
Benefits include:	Pension, 27 days holiday (pro rata)

Job Summary

The Information Manager will respond to all public and patient enquiries for information and be responsible for driving and developing our range of information about digestive health, producing information in traditional and innovative digital formats. The post holder will work closely with relevant colleagues, patients and healthcare professionals to ensure all the charity's information meets patient needs, is of the highest quality and has a strong evidence base.

With a proven aptitude and experience in explaining clinical treatments, research and science to a lay audience, the Information Manager will work closely with the Research Manager and other team members to proactively identify information needs and ways of sharing content creatively both in a written and spoken context.

The Information Manager will manage the relationships with hospitals and clinics throughout the UK using Guts UK information to develop distribution, build relationships with GI professionals and increase our reach to people affected.

Essential Duties & Responsibilities

- To respond to all day to day information enquiries by telephone, email, letter and increasingly via social media and online platforms and communities
- To write and produce clear, engaging and evidence-based health information for the public and people affected by digestive health
- To be responsible for ensuring all existing print and online information materials are regularly reviewed and kept up to date and for expanding the range and breadth of our information
- To proactively and regularly gather insights to ensure the needs of our target audiences are met
- To take the lead on the development of new materials ensuring they are evidence based, of a high standard and written in a clear and engaging way



- To ensure our information is accessible and meets the needs of a range of different audiences and communities, including 'hard to reach' groups
- To work closely with the Research Manager to incorporate the latest research and research evidence into our information materials for the public and patients
- To keep the Guts UK information pages of the website up to date and deliver content for articles, newsletters and social media output
- To develop relationships and liaise with clinicians, researchers and health care professionals to create an advisory board to assist in the production of our health information
- To work with relevant colleagues to develop new formats for our information materials and to manage and proactively promote our range of information to hospitals and other relevant locations across the UK
- To ensure consistency across our content in terms of tone of voice, style and brand guidelines
- To proactively identify and implement opportunities to reach the maximum number of people affected by digestive health
- To actively seek opportunities to develop Guts UK's public profile and raise public awareness of digestive health
- To implement an ethos of listening and responding to service users, and their families/carers, demonstrating empathy for the issues they are facing
- To carry out other duties as and when required
- To contribute as a team member to the future development of Guts UK as a charity

Person Specification (*all criteria are essential unless otherwise indicated*)

Qualifications and experience

- Experience of working in a health, communications, or information role
- Demonstrate experience in explaining and translating science and research for a lay audience
- A clinical or science qualification or background, such as nursing or dietitian, especially in gastroenterology, is highly desirable

Knowledge, skills and abilities

- Excellent copywriting, editing and proof-reading skills with ability to write copy for a range of audiences
- A working knowledge of digital communication channels and experience of using these to communicate information effectively
- A knowledge of the Information Standard accreditation process (*desirable*)
- An ability to manage a busy workload and keep on top of multiple projects
- A candidate with excellent organisational and project management skills
- Experience in identifying and gathering information required to develop plans in a scalable and sustainable manner and making decisions which are smart
- A highly organised candidate, a confident self-starter and capable of taking initiative
- An excellent and persuasive communicator with people at all levels (in a written context, oral including public speaking, and presentations)
- A self-reliant and competent IT user including digital platforms, internet, email,



databases, spread sheets and MS Office

General Attributes

- Manage a varied and complex workload, prioritising competing demands whilst maintaining accuracy and attention to detail
- Be prepared to travel around the UK and work outside normal working hours when required
- Be discreet and confidential in relation to both financial and personal records and conversant in the latest GDPR
- Be a team player with the willingness to work flexibly and proactively, across different teams and respond to the emerging needs of Guts UK
- Have a strong commitment to the work of Gut UK and show empathy with people affected by digestive health disorders

Notes:

Guts UK reserves the right to alter the content of this job description, after consultation to reflect changes to the job or services provided without altering the general character or level of responsibility. The above list of responsibilities is not exhaustive and may change to meet the needs of the organisation.

If you have a disability which means you are unable to meet some of the job requirements, specifically, because of your disability, please address this in your application. If you meet all the other criteria, you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

You must be eligible to work in the UK at the time of application. If you are invited to interview, you will be asked to bring the original documentation that proves your right to work in the UK.

How to apply for this position

Deadline for applications: Monday 30th September 2019 5pm

Send an up to date CV and cover letter detailing how your experience and skills match the requirements of the job description and the person specification criteria as well as why you want to work for Guts UK to info@gutscharity.org.uk

We look forward to hearing from you.

www.gutscharity.org.uk