



## Job Description and Person Specification

<b>Job title:</b>	Digital Health Manager
<b>Hours of work:</b>	Full time (37.5 hours per week)
<b>Salary:</b>	£35,172 - £38,765 depending on experience
<b>Holidays:</b>	37 days including public holidays
<b>Benefits:</b>	Flexible working and TOIL Policy • Equipment provided for working from home (laptop, phone etc.) Opportunities for continuous learning and development • Enhanced sick pay • Enhanced Maternity Benefit • Death in Service benefits • Employer pension (3% employee/6% employer or 4% employee/7% employer) • Cycle to Work Scheme • Recognition agreement with UNISON
<b>Location:</b>	Hybrid (Edinburgh/Working from Home)
<b>Reports to:</b>	Senior Communications Manager
<b>Closing Date:</b>	5pm Monday 21 August

## About Waverley Care

**Scotland is on track to be one of the first countries in the world to achieve zero HIV transmissions, and Waverley Care will play an essential role in getting us there.**

A positive HIV diagnosis still has the power to knock people off their feet and impact every part of their lives. People living with HIV still carry the burden of decades of discrimination and misinformation about HIV. HIV is treatable, but the stigma and shame surrounding HIV holds people back and makes it different to other life-long conditions. Stigma and the fear of an HIV diagnosis still prevents many people at risk getting a test and knowing their status.

Our vision is for a Scotland where no one faces HIV alone, we will achieve this by fighting stigma and empowering people living with HIV to live full and healthy lives.

Waverley Care is Scotland's leading HIV and hepatitis C charity, and everything we do is guided by the experiences of the people we work with – this ranges from shaping the services we deliver through to how we influence national policy around sexual health and blood borne viruses.

We are at an exciting point in our history as we strive to reach the goal of zero transmissions by 2030. We are in the second year of an ambitious strategic plan, and we are investing in digital transformation, communications and policy, and we have aims to significantly increase our fundraising to invest in strengthening our support and prevention work across Scotland.

There is much work to be done, but as an organisation we are driven to create lasting change for everyone in Scotland living with, or at risk of HIV or hepatitis C.

You can find out more about the work we do at our website - [www.waverleycare.org](http://www.waverleycare.org).



## About the post

As part of our investment in digital transformation Waverley Care launched a new website in May 2023. The initial launch saw the completion of phase one of this project, with phase two involving the development and integration of digital services designed to reach anyone at risk of or living with HIV or hep C, or who wants to take control of their sexual health across Scotland. We aim for the website to be a one-stop-shop of information and advice, and further development of our digital services will nationalise the reach of our prevention/support services as well as providing interactive services, co-produced resources, and a portal to our online services as well as a source of signposting to services delivered elsewhere.

To support this expansion into a new area of work, we are seeking an experienced Digital Health Manager to join the team. This exciting new role will be responsible for supporting the development of our digital services strategy and really shaping how we offer digital services from the ground up. It will be an autonomous role, with the manager being able to take the lead both internally and externally.

They will be responsible developing relationships with key stakeholders such as NHS boards we don't currently operate in, working with clinicians, healthcare workers and people with lived experience to develop content for the website and social media, and they will work to simplify and demystify quite often technical medical information into accessible patient information, tailored to the different communities we work with.

We also see this post as being an outward facing role, leading on the development of webinars and online events designed to increase awareness of HIV, sexual health and the impact of stigma.

They will also be responsible for delivering our digital services – though platforms like live chat, WhatsApp and messenger. They will consider trends from the inbound enquiries and tailor content on the website and social media to promote the answers to these FAQs.

They will also offer one-to-one and group support via online video platforms.

## About the person

You are innovative, adaptable and are excited by the potential of online service delivery to democratise access to accurate and trustworthy sexual health advice and support. You will be passionate about ensuring equal access to healthcare for all, in particular marginalised communities and people living in rural and remote areas.

You will have experience of offering compassionate and non-judgemental advice and support, ideally in a health-related area of work and you will also have experience of working directly with service users in the shaping of content.

You will be confident in instigating and developing stakeholder relationships, with fantastic communication skills.



You thrive in environments where you can really make your mark on a project and work best in a fast-paced setting. You like to work autonomously and have ownership over an area of work but you also love being part of a supportive team.

## **Responsibilities and duties**

### **Project development**

- Support senior managers with the development of our online service delivery strategy
- Support with the scoping, selection and integration of online service delivery platforms for the website (for example live chat, instant messaging, video appointments, online booking system)
- Deliver focus groups to gather feedback on proposals for online service delivery to ensure our services are shaped by the people who will use them as well as other healthcare providers who will refer into them.
- Help maintain and develop Waverley Care's service CRM system, ensuring inbound enquiries are recorded.

### **Service delivery**

- Lead on providing a safe and secure digital environment.
- In line with the design of our online service, be the first point of contact for all online inbound self-referrals and requests for support.
- Provide one-to-one support and link digital service users into local services (including NHS services) as appropriate.
- Develop digital support group programme.
- Ensure all health-related information on the website is accurate and up to date, and work to develop online resources that decode medical jargon and make it easier for service users to understand.
- Work with people with lived experience, clinicians and other health care professionals to develop engaging and useful content for the website and social media.
- Development of a national services listing

### **Stakeholder development**

- Instigate and develop relationships with health boards we don't currently work with to ensure smooth referral processes where they are not already in existence.
- Ensure external services are aware of our service offering to help avoid duplication.
- Develop relationships with other referring third sector organisations.

### **Engagement**

- Develop and deliver online webinars and events with the aim of increasing knowledge around HIV and sexual health and decreasing stigma.

## Other duties

- To participate in a system of support and supervision, and to adhere to all Waverley Care policies and practice guidelines.
- To keep up to date with organisational developments to improve practice.
- To take advantage of learning and development opportunities as they present.
- To work flexibly, including early mornings, evenings and weekends as required.
- Undertake any other duties, which may be reasonably required.

## Person Specification – Digital Health Manager

Skills and Experience	Essential	Desirable
Experience of supporting the development of new services	X	
At least three year's working in a role offering support and advice on a one-to-one and group basis	X	
Experience of delivering excellent customer service	X	
Experience of delivering services digitally		X
keen interest in digital transformation	X	
Knowledge and understanding of HIV, hep C and sexual health		X
Experience of delivering focus groups		X
Experience of working with sensitive and confidential information	X	
Experience of monitoring and evaluating project delivery	X	
Ability to communicate effectively with a range of audiences, including large groups	X	
Excellent organisation skills and attention to details	X	
Ability to manage partnerships with a range of stakeholders	X	
Values & Behaviours	Essential	Desirable
Able to take a pro-active, creative and solution focused approach	X	
A team player with the ability to develop good working relationships with staff, service users and partners	X	
Self-aware, courteous and respectful of service users and colleagues	X	
Able to take a high level of personal responsibility, with strong problem-solving skills	X	