



POST TITLE:	Digital Inclusion Officer
RESPONSIBLE TO:	Family Programme Manager
LOCATION:	Hybrid working with a mixture of work from home, UK wide training locations and the Cheltenham Office)
HOURS OF WORK:	Part-time 28 hours per week
CONTRACT TYPE:	Fixed Term Contract ends 31st May 2027 (with potential to extend depending on external funding)
SALARY:	£29,821 - FTE

Background

WellChild is the national charity for seriously ill children. Our vision is for every child or young person with complex medical needs to be thriving at home.

Many spend months, even years in hospital simply because there is no support enabling them to leave. Meanwhile those who are at home face inconsistent and inadequate levels of support. Through a UK-wide network of children's nurses, home and garden transformation projects and family support services, WellChild, who have Prince Harry, Duke of Sussex as its Patron, exists to ensure this growing population of children and young people have the best chance to thrive – properly supported at home, together with their families.

WellChild is part of the Digital Services Consortium, a coalition of 12 charities and similar organisations all focused on driving digital inclusion for disabled or seriously ill children, young people and their families across the UK.

The Digital Inclusion programme is a new project at WellChild with the aim of providing digital skills training to families who have children with complex medical needs, specifically targeting harder-to-reach and diverse families. Being digitally excluded has a negative impact on people's access to health care and social engagement and this newly created and exciting role will make a real difference to the lives of those supported.

Purpose of the role

Families thrust into a world of disability and complex care find themselves having to navigate their way through a 'new normal' with nowhere to go for relevant information and advice. Add to that the disadvantages that come with being digitally excluded, families are left isolated and unable to access vital support, care and guidance to deal with the daily challenges life caring for a child with complex medical needs can have. By providing training, support, equipment, and data, this programme ensures that families become digitally included and able to access vital support, reducing isolation and building their resilience to thrive.

Key Responsibilities:

Working closely with the Family Programme Manager and the other members of the Families Team, this role will develop outreach programmes to identify those families digitally excluded from harder-to-reach and diverse backgrounds. It will aim to fill a critical gap for the families that WellChild supports and will help the charity attract new, harder to reach and diverse families into the WellChild network and Family Tree community.

The post holder will take the lead on the development and delivery of the Digital Inclusion Project including a bespoke digital training offer using the 'Learn My Way' digital resource platform.

These sessions are designed to teach digital skills, provide equipment, data and assistive technology as needed to enable families to confidently understand and use the internet. This will enable them to access support and guidance to help them thrive in their communities, including joining our online community – the WellChild Family Tree.

The role will have a national remit and therefore there will be a requirement for travel within the UK depending on the requirements of the project.

Working alongside the Families Team and wider Programmes Team, on the requirements of the project.

1. Outreach and identify families:

- Build relationships with other organisations and stakeholders to identify and recruit digitally excluded families to the programme, including the Digital Services Consortium (DSC) partner organisations.
- Become familiar with the relevant barriers to digital inclusion families caring for children with complex medical needs may face.
- Work with the other members of the Families Team and wider teams, including WellChild Nurses to identify digitally excluded families.
- Create easy to use referral pathways for professionals or other parents to refer families for support.
- Attend meetings with WellChild Nurses, WellChild staff and external key stakeholders as necessary.

2. Development and delivery:

- Utilising a user-led, test-driven approach to develop a digital training offer that uses the Learn my Way or bespoke resources to upskill families, so learners become digitally included.
- Plan, deliver and coordinate training, workshops and sessions from start to finish including, identifying, and booking of venues as needed.
- Work with DSC partners to identify gaps in equipment, data and assistive technology for service users and resource these through our partnership programmes.

- Take day-to-day lead on all digital inclusion related projects
- Work with the Family Programme Manager, wider team and development partners to embed accessibility improvements on WellChild's website.
- Work with the WellChild communications team to ensure any digital inclusion promotional/training material meets the branding guidelines for the organisation.
- Attend Family Events to support, promote and deliver digital inclusion offers to families, identifying harder-to-reach, diverse and digitally excluded families.
- Effectively manage the budget for each training event and the overall project or provide clear budget input to the Family Programme Manager when requested.

3. Long term sustainability and engagement:

- Put the appropriate monitoring, evaluation and reporting in place to help assess and communicate the impact of the project both internally and externally.
- Develop case studies to demonstrate the impact of the digital inclusion offer.
- Provide accurate and timely reporting to the Family Programme Manager, and Digital Services Consortium to secure longer-term funding opportunities creating sustainability of WellChild's digital inclusion work.
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- Work with the Family Programme Manager, and Senior Management Team to explore and develop appropriate digital champion volunteers to support programme delivery, promotion and engagement of families into the service.
- Work with the Family Information Officer to design and deliver information resources focused on digital skills for WellChild's website, exploring the use of a variety of widely accessible content types and delivery mechanisms (e.g. written articles, guides, videos, webinars etc);
- Work with Family Programme Manager and wider Families Team to connect harder-to-reach families with our online community – The WellChild Family Tree or develop new platforms/groups to connect these families to each other and WellChild, reducing isolation and improving resilience by providing access to information, peer support, guidance and opportunities to attend WellChild Family events.
- Ensure all activities are closely monitored and evaluated as necessary. This includes developing and regularly updating project plans; monitoring progress against targets; reviewing outputs and outcomes; and updating progress towards these when required.
- Ensure training packages are regularly updated and refreshed to reflect feedback from service users.

Additional Responsibilities:

- Work as part of the WellChild Families Team and support the work of the team, assisting with other aspects of WellChild's Family work when required (e.g. at events, with family requests, etc);
- Work with the Family Team to provide content for the online forum;
- Keep up to date with best practice guidelines, and work in accordance with all policies and procedures relating to the engagement of families, children and young people.

General:

- Attend and participate in internal and external meetings, training and development as required – this may sometimes involve travel away from the office and working outside of normal hours. Participate in WellChild projects as required.
- Attend and participate in WellChild events – this will involve travel away from the office and working outside normal hours including some weekends. Take all opportunities to promote the work of the charity in order to continually build our network of supporters.
- To undertake any other duties as may be requested by Family Programme Manager/SMT as WellChild's work develops and new needs emerge.
- To contribute to and support other areas of the organisation, particularly during times of peak workload.

This job description is not an exhaustive list of duties but is intended to give a general indication of the range and extent of work to be undertaken; it will vary from time to time.

Person Specification

EXPERIENCE:	KNOWLEDGE AND SKILLS:	GENERAL ATTRIBUTES:
<ul style="list-style-type: none">■ Experience in developing and delivering training programs, workshops, and sessions.■ Experience in the design and delivery of services that have implemented a user-led, test-driven and iterative approach.■ Experience working on digital inclusion projects, particularly with harder-to-reach or diverse communities. (desirable)■ Experience in building and maintaining relationships with diverse stakeholders, including organisations, families, and professionals.■ Demonstrate recent experience in working with or supporting vulnerable people. (desirable)■ Experience in leading projects from inception to completion, including monitoring, evaluation, and reporting.	<ul style="list-style-type: none">■ Proficiency in using digital tools and platforms and understanding of digital inclusion principles.■ Understanding of user-led, test-driven service design.■ Ability to develop training materials and deliver training sessions effectively.■ Knowledge of accessibility requirements and best practices for digital content■ Strong written and verbal communication skills, including the ability to create engaging content suitable for the families that the project will focus on.■ Ability to work professionally, independently, innovatively, diligently and flexibly.	<ul style="list-style-type: none">■ Empathetic, sensitive, friendly and approachable, with the ability to perceive/understand emotions, judge appropriate responses, and appreciate the impact of actions on others.■ Skillful facilitator, able to interpret and use feedback and insight to inform service design.■ Ability to adapt to changing needs and environments, including working outside normal hours and traveling as required.■ Proactive approach to identifying and addressing needs and opportunities■ Able to demonstrate a positive approach to working collaboratively and valuing colleagues.

Person Specification

EXPERIENCE:	KNOWLEDGE AND SKILLS:	GENERAL ATTRIBUTES:
<ul style="list-style-type: none"> ■ Experience in creating accessible digital content and resources. ■ Demonstrate ability to be creative in identifying and maximising opportunities for programme growth and development. ■ Demonstrate ability to work as part of a team and use own initiative. ■ Experience of engaging communities online and offline. 	<ul style="list-style-type: none"> ■ Ability to work collaboratively with internal teams and external stakeholders ■ Strong problem-solving skills, particularly in identifying and addressing barriers to digital inclusion. ■ Demonstrable success in establishing and maintaining successful networks and relationships. ■ Experience of using applications or client management systems, for example Raiser's Edge, Microsoft Office 365, online survey platforms. Good IT skills including Word, Excel, Outlook and Teams. ■ Demonstrate excellent attention to detail and organisational skills and the ability to prioritise own workload to meet deadlines whilst managing a varied workload. ■ Understanding of the confidential nature of using data & GDPR. ■ Demonstrate a logical approach to developing and implementing processes. 	<ul style="list-style-type: none"> ■ Sympathetic to the aims and values of WellChild. ■ Upholds the Charities values, beliefs and culture on keeping children safe and an ability to work in a way that promotes the safety and wellbeing of children and young people. ■ Positive 'can do' approach and able to deal with a wide variety of tasks thought the day. ■ Able to travel UK as required in order to deliver the requirements of the project.