

## **Scottish Cot Death Trust**

Post: Education Manager

Hours: 35 hours/week. Monday - Friday. Office based in Glasgow but expected to travel weekly throughout Scotland delivering education and awareness sessions

### **1. Job Identification**

Job Title: Education Manager

Salary: £29,000

### **2. Job purpose**

**There are two main elements required to educate professionals across Scotland.**

**a)** In Scotland, many Sudden Unexpected Death in Infancy (SUDI) and Sudden Unexpected Death in Childhood (SUDC) cases involve multiple known risk factors, of which some are modifiable. The Scottish Cot Death Trust has a responsibility to ensure that professionals are aware of these risk factors and to support professionals to deliver reduce the risk messages effectively to parents.

The post holder will educate professionals involved with new and expectant parents and also professionals caring for babies by providing education sessions, distributing resources and offering advice, all using the current evidence base for SUDI.

**b)** To provide leadership and education to NHS staff, social workers, early years care providers, Police Scotland and Crown Office and Procurators Fiscal Service employees involved when an infant or young child dies suddenly and unexpectedly.

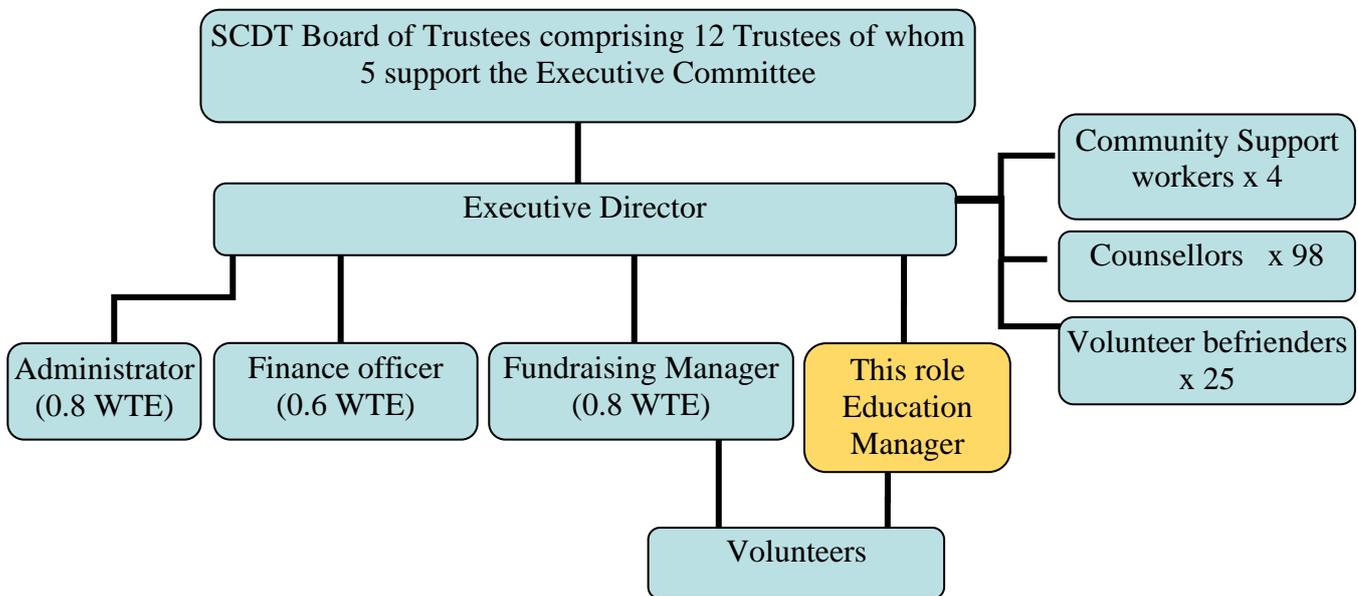
To support professionals to understand the processes which follow Sudden Unexpected Death in Infancy (SUDI) / Sudden Unexpected Death in Childhood (SUDC). In particular to ensure that they have appropriate processes in place to respond in the best way when an infant or young child dies suddenly and unexpectedly. Such processes should ensure that both the family and staff who respond are properly supported and that the follow up of any family provides them with the best care and support available. When a SUDI happens, each case may present differently but every family should be offered the same information, care, support and follow-up regardless of the initial circumstances leading to their child's death. Facilitation of SUDI simulated scenarios to assist the Executive Director or other clinicians will form an important part of this role. This is a newly developed aspect of our education and awareness training and is endorsed by NHS National Education for Scotland (NES).

Families in Scotland who have experienced a previous cot death and are having another baby, are eligible to enrol on a national support scheme administered by the Scottish Cot Death Trust – the Next Infant Support Programme (NISP).

This support relies on parents being made aware of the programme by maternity staff they have contact with and that referrals onto the programme are timely so that families have access to appropriate support during pregnancy if they want it. The post holder is responsible for ensuring relevant staff across Scotland receive updates and have the necessary referral resources available.

### 3. Organisational Position

Reports to the Executive Director - see organisation chart



The Education Manager role is based and managed from the Scottish Cot Death Trust office in Glasgow. The post holder will report directly to the Executive Director but is expected to build good working relationships with many external agencies.

#### Organisation background

The Scottish Cot Death Trust was founded in 1985 and has three main aims:

- To fund research into the cause(s) and prevention of sudden unexpected death in infancy
- To improve and extend support for bereaved families
- To educate the public and health care professionals about sudden unexpected death in infancy and ways of reducing the risks

The Scottish Cot Death Trust is the only charity in Scotland working to eradicate sudden unexpected death in infancy and support the families suffering this tragedy.

The charity is governed by a Board of Trustees comprising representatives from a range of professions including medicine, law, nursing and business as well as bereaved parents.

An Executive Committee is responsible for implementation of the Board's policies and also advises it on specific issues.

The Trust's Scientific Advisory Committee reviews all research grant applications and makes recommendations to the Board on which should be funded. It also acts as a source of expert opinion on all medical and scientific issues.

#### **4. Main Duties and Responsibilities**

Advise clinical staff, such as SUDI paediatricians, paediatricians, pathologists, Emergency department doctors, nurses and associated staff, neonatologists, neonatal nursing staff and local bereavement coordinators.

Establish and maintain close and effective working relationships with a wide range of staff in organisations throughout Scotland involved when a baby or young child dies suddenly and unexpectedly including, NHS Boards and operating divisions, General Practitioners, The Scottish Ambulance Service, Local Authorities, Procurators Fiscal, NHS Education, Care Inspectorate, Scottish Childminding Association and other relevant professional and specialist bodies and research institutions.

Actively pursue suitable dissemination and publication strategies for reduce the risk messages in consultation with the Executive Director, Executive Committee and Board of Trustees, NHS Boards, Scottish Government and other agencies involved in order to maximise the benefit of work undertaken.

Continue to embed the NISP across NHS Boards by developing partnership working with lead professionals from maternity services ensuring there is a key point of contact within each Board.

Liaise with other national or local NHS Board work programmes relevant to SUDI so as to facilitate continuous improvement in the delivery of care and support offered to families in Scotland who suffer the sudden unexpected death of their child.

Represent the Scottish Cot Death Trust at all times. Some families may choose not to be referred to us and this must be respected at all times. This may include advising professionals about families who have chosen to be supported by another organisation.

Prepare and or present work on behalf of the Trust in a variety of settings such as giving presentations, submitting abstracts, facilitating workshops, actively participating in meetings, and providing comprehensive and timely feedback to relevant colleagues at the Trust. Any work which is presented on behalf of the Trust should be identifiable as such and at all times clear use of our name and logo should be visible.

Prepare articles in conjunction with the Executive Director, for publication, about this work on education pertaining to SUDI in Scotland for the purpose of quality improvement, practice development and to raise the profile of the Scottish Cot Death Trust's work.

Seek to develop opportunities to extend the Scottish Cot Death Trust's influence by developing and sustaining effective working relationships with present and future stakeholders including collaboration with those involved with SUDI and SUDC.

Prepare and carry out a personal action plan on a regular basis agreed with the Executive Director and appraise personal performance biannually using the Trust's appraisal process and be committed to the on-going development of personal skills and knowledge in order to perform effectively in a constantly changing environment.

Comply at all times with the handling of data that may be sensitive and/or confidential, in accordance with relevant legislation (e.g. GDPR, Data Protection Act, and Freedom of Information Act).

## **5. Equipment and Machinery**

Use of computer systems for searching databases and the preparation of reports, briefings, and presentations. Principal software packages include Microsoft Office Suite, reference databases (such as Raiser's Edge) and internet applications. Other equipment used includes teleconferencing and video conferencing equipment and audio-visual equipment including overhead and data projectors.

General office equipment such as telephone, voicemail, photocopiers, printers, shredders, binding machine, laminator.

## **6. Systems**

Scottish Cot Death Trust policies and procedures should be adhered to at all times as set out in the Staff Handbook.

## **7. Decisions and Judgments**

The post holder reports to the Executive Director and works autonomously within a framework of agreed objectives and performance review outcome measures. The post holder is expected to plan and manage their own workload to ensure that the agreed project outcomes are achieved.

Typical judgements include:

Ensuring the outcomes are of high quality and are achieved within agreed timescales and available resources and with the most effective use of these resources. The post holder is responsible for initiating corrective action when problems arise and using his/her discretion to escalate problems to the Executive Director and /or the Executive Committee

Responsibility for planning and prioritising his/her own work and some of the work of the Trust administrator and associated professionals such as bereavement support workers and counsellors in relation to this project.

Ensuring that any work presented represents the views of those who may be involved with a SUDI throughout Scotland and other organisations.

While overall objectives are set and monitored by the Executive Director, the work is largely self-directed, planned and prioritised and the post holder is expected to use his/her initiative. Work is discussed on a regular basis with the Executive Director, Executive Committee and at times the Board of Trustees.

## **8. Communications and Working Relationships**

### **Internal**

The post holder has regular and direct contact with various Trust staff and, more generally, associates across the country who engage with the Trust.

### **External**

A significant dimension of the role is regular and direct liaison with a wide range of people throughout Scotland including a diverse range of health and social care and further education professionals at all organisational levels. A variety of information and advice, including complex and sensitive information about SUDI processes is communicated verbally (in person, by telephone) and in writing (letters, email).

- The Chairman and members of the Scottish Cot Death Trust Board.
- NHS Boards and operating divisions, e.g. senior managers, clinicians and allied health professionals
- General Practitioners
- Paediatric Pathologists
- Procurators Fiscal
- The Scottish Ambulance Service
- Local Authority Social Work Departments
- Regulatory bodies.
- Specialist and professional bodies.
- Universities
- Voluntary organisations
- Public and patient representatives
- Scottish Government Maternal and Infant Health Division

## **9. Physical, Mental and Emotional Demands of the Job**

### **Physical**

Use of PC requiring standard key board skills.

### **Mental**

The ability to analyse and interpret complex information (e.g. research articles, process maps, some clinical information).

The ability to work remotely whilst still contributing effectively to the small office-based team.

Responsibility for the quality of presentations, analyses of information to ensure an up to date evidence base and interpretation requires excellent attention to detail.

The ability to manage and prioritise competing demands from a multifaceted and often unpredictable workload.

### **Emotional**

Obtaining cooperation and support from a range of individuals who are not Scottish Cot Death Trust staff, but whose active input is essential for the successful delivery of objectives.

Responding to concerns from stakeholders, both internally and externally, and dealing with these in a sensitive and professional manner at all times.

Working which enquires into the unexpected death of young children and babies is potentially emotionally demanding. The post holder will frequently have to speak with NHS staff and other staff who cared for the bereaved parents. They may also frequently be provided with information about the death of a baby or young child. They may also have to give emotional support on the subject to professionals.

#### **10. Most Challenging/Difficult Parts of the Job**

Achieving objectives and managing own diary with competing priorities within the context of a changing working environment, and in close collaboration with professionals with a wide range of established expertise i.e. must be skilled at multi-tasking

Keeping abreast of new methodology and an evolving evidence base so as to facilitate the development and implementation of an innovative, theoretically sound and pragmatic education programme for Scottish Cot Death Trust. This should recognise the importance of working in partnership with NHS Boards to reduce the number of babies and young children dying and strives for optimal response from all professionals involved in SUDI.

#### **11. Knowledge, Training and Experience Required to do the Job**

Educated to degree level and demonstrable ability to synthesise information.

The ideal post holder will have clinical experience and have undertaken a teaching or mentoring role.

Experience of managing sensitive projects and will ideally have experience in a variety of care and social situations

Self-starter with proven excellent time management skills, the ability to manage all aspects of performance and to provide information and advice.

Excellent written and oral communication skills and the ability to work with colleagues at all levels within this and other organisations, i.e., a team player with strong interpersonal skills and an ability to negotiate and influence with skill and diplomacy

Facilitation and seminar presentation/planning skills

Excellent IT skills, particularly in *Microsoft Office Suite*, internet applications, the use of databases and performing literature searches

Ability to exercise sound judgment in an independent and impartial manner and to show initiative and be creative in problem solving while dealing with a demanding workload

Flexibility to manage and support change and a willingness to quickly develop the required expertise

Ability to handle confidential/sensitive information.  
Must be able to drive and be willing to travel across Scotland.

## **12. Staff Benefits**

### Annual Leave

28 days paid leave per annum in addition to 9 statutory and other public holidays

### Pension

The Scottish Cot Death Trust will contribute 8% into a pension scheme with Royal London which employees are automatically enrolled into.

## Person Specification: Education Manager

Category	Area	Essential / Desirable
<b>Education / Knowledge</b>	Educated to degree level or equivalent with excellent spoken and written English	Essential
	Strong working knowledge and use of office administrative systems and their application including ordering of office consumables	Essential
	Advanced level IT skills including spreadsheet, database and presentation packages; working knowledge of office technology	Essential
<b>Experience</b>	Experience in a comparable role	Desirable
	A background in a clinical or further education role	Essential
	Experience in charity sector	Desirable
	Experience with bereavement services	Desirable
<b>Abilities</b>	Experience in facilitation	Desirable
	Organisation and time management	Essential
	Accuracy and attention to detail in all written and spoken communication	Essential
	Advanced knowledge of Microsoft Office software is essential for word processing, spreadsheets, databases and calendars.	Essential
	Correspondence which may include emails, letters or telephone calls	Essential
	Managing appointments, diary scheduling and travel planning	Essential
	Frontline telephone answering and screening calls in the absence of the office administrator	Essential
	Accuracy with information extraction/input on various systems using multiple formats	Essential
	Aptitude in using social media and updating word press website content	Essential
	<b>Personal Qualities</b>	Confidentiality, discretion and diplomacy
Flexible approach to work		Essential
Positive attitude and solution focussed		Essential
<b>Professional Demeanour</b>	Self-Motivated	Essential
	Confident presenter	Essential
	Team Player	Essential
	Work Independently	Essential
<b>Other</b>	Must hold full UK driving license and have access to own car to attend various education events and conferences to exhibit as well as occasional fundraising events to offer team support.	Essential