Associate Director of Digital Services

November 2022
You might be surprised to know just how many children and young people are bereaved of a parent or sibling every year in the UK.

It's around 45,000 – that's more than 100 every day.

Winston's Wish was the first organisation in the UK to provide specialist support to grieving children. Our founder, Julie Stokes OBE, was a true pioneer.

Much has changed over the years, but that pioneering spirit is in our DNA. Our desire to make a difference to as many children and young people's lives as we can remains undimmed. In fact, it is what drives us and it is at the heart of our delivery model which blends the best of our face-to-face, remote and digital support to make sure that every child, young person, family or professional that comes to us for help can get it. This combined approach also ensures we continue to grow our services and reach even more grieving children and young people in the years ahead.

We are constantly striving to improve what we do; embracing new ways of getting our support out there; and doing everything we can to connect and work with other organisations and partners to make sure we can reach the children who need us.

Our vision is a society in which every child can get the help they need when someone close to them dies. That's why we do so much to raise awareness of the needs of bereaved children, to shape the big picture so that they can get what they need.

We are positive, optimistic, courageous and driven. You will need to be too.

If you are looking to play a pivotal role in an organisation that is passionate about what it does, one in which your contributions will have a direct impact on the lives of our beneficiaries; one in which the stories you hear will sometimes make you smile, sometimes make you cry (and sometimes at the same time) then Winston's Wish might just be the place for you.

You will join us at a challenging time. Our services are in high demand. We have embraced the possibilities and opportunities of digital and remote support alongside our face-to-face work to introduce a 'blended' model of help. We are embarking on a new trajectory that will take us to the achievement of our goals in this rapidly changing landscape.

It is tough out there. Our work can be difficult. You’ll help us find new ways to overcome these challenges, as we have been doing since 1992. Then, now and always.

If you think this is for you then we look forward to hearing more.

Fergus Crow
Chief Executive
Our services

WEBSITES
You will find a wealth of information and help on our websites, including support and advice following specific types of death, free training for professionals and further information about our services.

winstonswish.org and help2mokesense.org

FREEPHONE HELPLINE
Immediate support and advice for young people, parents, carers and professionals, as well as access to our more in-depth, ongoing services. 08088 020 021
Monday – Friday, 8am – 8pm. Please visit the website for current opening hours.

EMAIL SUPPORT
Anyone can email us seeking advice or to ask a question on ask@winstonswish.org and we will get back to you within 48 hours.

INDIVIDUAL AND GROUP SUPPORT
Our Bereavement Support Practitioners provide bespoke individual and family support, as well as opportunities to connect with other parents and children who have faced similar experiences.

CRISIS MESSENGER
Free and confidential support in a crisis 24 hours a day. Text WW to 85258

GRIEF SUPPORT GROUPS
Informal peer support groups for both young people aged 7-25 and for parents and carers. All overseen by Bereavement Support Practitioners.

Please visit the website for more information.

TRAINING
Bereavement training and consultancy for professionals to help ensure that children under their care get the support they need. winstonswish.org/training

PUBLICATIONS & RESOURCES
A range of specialist publications and other helpful resources for professionals, children and parents are available at shop.winstonswish.org

Our impact
From analysis we know that following our support children show improvements in measured difficulties, including stress, emotional difficulties, behavioural difficulties, hyperactive/concentration difficulties and friendship difficulties.
Working at Winston’s Wish

OUR VISION
A society in which every child and young person gets the help they need after anyone close to them dies.

OUR MISSION
To make sure no child or young person faces grief alone.

OUR VALUES
- We put the needs of children and young people first
- We work hard together to achieve the best outcomes
- We are focused and ambitious to grow
- We are positive and have fun
- We are always learning and seeking to improve

If these values resonate with you, we would love to hear from you!

WHERE IS WINSTON’S WISH BASED?

We operate a blended working system: most of our team work primarily from home, with travel to our office bases or other venues for collaborative working as required. We also hold a face-to-face whole team meeting each quarter, to enable the whole team to get together. The aim of blended working is to provide greater flexibility so that staff can achieve and maintain a strong work-life balance.

Staff who would like to work from an office more regularly are able to book a desk at one of our two bases:

**South West (Head Office)**
- Winston's Wish
- Conway House
- 31-33 Worcester Street
- Gloucester
- GL1 3AJ

**South East**
- Winston's Wish
- Ventnor Villas (between houses 2 and 3)
- Hove
- East Sussex
- BN3 3DD
Role description

Job Title: Associate Director of Digital Services
Reporting To: Director of Services & Service Transformation
Direct Reports: Digital Services team
Location: Home-based with occasional travel for work purposes
Hours: Full-time (37.5 hours per week)
Salary: £42,295 per annum

Role Purpose
The main function of this post is to:
- Lead and manage the delivery, performance and development of the Digital Services team.
- Provide outstanding operational leadership to the Digital Services team, working closely with the Bereavement Services Leadership Team (BSLT) and the Strategic Leadership Team (SLT).
- Ensure models of support for those receiving digital services are robust, equitable and fit for purpose in the context of rising demand and limited resources.
- Ensure that bereaved children, young people and families receive safe, timely and appropriate bereavement support of the highest quality according to the organisation’s service methodology policies and processes.
- Participate in strategic and operational planning process with the Director of Services, ensuring strategic intentions are translated into operational goals.
- Work across professional and departmental boundaries to support the delivery of seamless services within Winston’s Wish and partner organisations.
- Deputise for the Director or Services as required.

Main Responsibilities

Communication and Relationships
- Ensure Winston’s Wish staff and volunteers are kept abreast of issues, developments and updates from management meetings.
- Build strong relationships with peers/colleagues/teams.
- Work collaboratively and creatively with team members to engage with service developments to ensure they understand the wider context of service delivery.
- Work with other Associate Directors under the Director of Services directorate to ensure bereaved children, young people and families experience seamless care and support.
- Communicate effectively at all levels within the organisation.

Knowledge, Training and Experience
- Demonstrate breadth of experience as a senior practitioner in the field of bereavement.
- Provide expert advice in relation to the provision of bereavement care to children, young people and families.
- Advanced understanding of safeguarding children, young people and adults, providing expert advice to the workforce alongside the Designated Safeguarding Lead.
- Demonstrate sound awareness of the principles of EDI.
Analytical and Judgement Skills

- Analyse, interpret and present data to highlight issues and risks and support decision making.
- Ensure processes and procedures are in place to ensure compliance with policy, procedure and external guidance and good practice.
- Horizon scan and be responsible for highlighting trends and issues that may influence practice.
- Manage and maintain a robust system for identifying, investigating and managing any areas of concern in the delivery of Winston’s Wish’s clinical services to children, young people and families.
- Participate in the ongoing development, implementation and management of Winston’s Wish’s digital service offerings.
- Implement appropriate performance monitoring and management processes within the team to ensure that all aspects of performance and delivery are assessed and remedial action taken where agreed performance is not achieved.
- Develop and implement systems alongside BSLT colleagues to ensure that quality information is properly managed and best practice is shared across all service teams as appropriate.
- Ensure data is provided to support the Director of Services and the BSLT in decision-making related to service development, quality monitoring and key performance indicators including weekly, monthly and annual activity data and bespoke reports.
- Manage funder-led contracts, reviewing all activity, quality and outcomes data on a regular basis; to implement action plans to ensure compliance with fundraising requirements.

Planning and Organisational Skills

- Proactively participate in all managerial activities and meetings as required.
- Role model the values expected of a manager at Winstons Wish and enable others to do likewise by challenging others when necessary.
- Be responsible for overall staff management within the Digital Services team.
- Be responsible for ensuring that all direct reports attend mandatory training, have a personal development plan and receive appropriate supervision, line management and appraisals.
- Be responsible for ensuring that staff sickness absence and performance concerns are managed effectively, in a timely manner and according to policy.
- Work with and alongside the Designated Safeguarding Lead to oversee safeguarding monitoring, evaluation, control, recording and action which ensure Winston’s Wish is able to demonstrate compliance with all relevant legal/compliance requirements.

All Staff

- Contribute to the vision and mission of Winston’s Wish; working with colleagues in all teams to meet the objectives of Winston’s Wish.
- Work to objectives, targets and work plans agreed with your line manager.
- Undertake specific projects and other ad hoc duties agreed with your line manager, fulfilling any deadlines, reviews and reporting procedures required.
- Take an active part in the one-to-one process and participate in training agreed with your line manager.
- Ensure the health and safety of all colleagues, volunteers and visitors in accordance with Winston’s Wish policy.
- Promote equality of opportunity and diversity in accordance with Winston’s Wish policy.
Person specification

Educational/Professional Qualifications

Essential
• Postgraduate degree in Counselling or Psychotherapy or MA/MSc in Social Work.
• Registration with a professional body (e.g. HCPC, BACP, UKCP, ACP, Social Work England).
• Evidence of Continuing Professional Development.

Desirable
• Management qualification.
• Certificate/diploma in supervision.
• BACP accreditation (or eligible for BACP accreditation).

Experience

Essential
• Significant experience of therapeutic work with children, young people and families.
• Proven skills in managing teams and change successfully.
• Experience of managing challenging scenarios.
• Experience of working with digital systems and digital service delivery platforms.
• Experience of identifying/assessing needs and responding with supportive interventions.

Desirable
• Experience of working with children, young people and families.
• Experience of providing clinical supervision.

Knowledge

Essential
• Awareness and knowledge of the emotional and psychological impact of bereavement on children, young people and families.
• Awareness of understanding of the needs of bereaved children, young people and families.
• Knowledge and understanding of bereavement, grief and its complications.
• A strong understanding and knowledge of relevant psychological theories, therapeutic interventions and models of grief work for children, young people and adults.
• Ability to make clear psychosocial assessments inclusive of risks, safeguarding and mental health needs for children, young people and adults.
• Expert knowledge or safeguarding policies and processes.
• Understanding of change management and how best to implement change.

Skills

Essential
• Ability to produce concise papers and presentations.
• Excellent communication skills.
• Attention to detail and ability to report information, delivered to a high standard.
• Ability to work to deadlines and manage own time.
• Ability to work collaboratively with and influence others.
• Ability to provide support, supervision and line management to staff and volunteers as required.

Other
• Ability to inspire, motivate and empower others.
• High level of personal integrity.
• Emotional resilience and ability to cope with unpredictable work volumes.
• Intellectual flexibility and clarity, with ability to work independently on own initiative.
• Commitment to EDI.
• Demonstrable passion and enthusiasm for the delivery of bereavement services to children, young people and families.
Benefits

- 25 days’ holiday plus bank holidays (pro rata if applicable), with increase for long service
- TOIL for out of hours work
- Contributory pension scheme
- Company sick pay
- Employee Assistance Programme
- Life assurance
- Training loans
- Cycle to work scheme
- Enhanced family friendly policies
Safeguarding children and safer recruitment

Winston's Wish is committed to safeguarding and protecting the children and young people we work with. All posts are subject to safer recruitment processes including self-disclosure, the disclosure of criminal records and vetting checks. We have a range of policies and procedures in place which promote safeguarding across the organisation.

Every applicant will be required to complete a self-declaration form at the point of application. This will form a discrete part of the recruitment pack but must be returned, in a sealed envelope or as a separate document, with your application form. Self-disclosure forms will only be read if the candidate is shortlisted and called for interview.

Applications that do not contain a completed self-disclosure form will automatically be disqualified.

All offers of employment are made subject to a few background checks. These will include:
- Two professional references from your most recent employer(s) – covering the last five years
- Clarification of any gaps in your employment history
- Verifying originals of your ID documents, including your right to work in the UK
- Verifying originals of your qualification – where they are an essential requirement for the role
- A police check – satisfactory Disclosure and Barring Service (DBS) clearance

Equality, diversity and inclusion statement

We want Winston's Wish to be the best place to come and work, and an organisation that feels as though it reflects the world we see around us in a modern, diverse, 21st Century Britain. We believe this diversity is an asset to be cherished, nurtured and grown.

We are an organisation set up as an open access community service. Increasing the equality of access to that service is at the heart of our new delivery model.

We believe that the services we offer and the makeup of our staff should represent and reflect the communities that we work with and we know that we have a way to go on this. As an employer we are actively working to increase diversity in our organisation by strongly encouraging applications from all sections of the community; by being more proactive about where we advertise our vacancies; rethinking our pre-requisites for employment and ensuring that we are flexible and transparent to encourage the widest range of talented potential applicants to come and work here.
How to apply

Application forms can be found at www.winstonswish.org/about-us/working-at-winstons-wish/.

Completed application forms should be sent to recruitment@winstonswish.org, along with a completed self-declaration form and equal opportunity monitoring form.

Use of Curriculum Vitae (CVs)
Our policy is to recruit our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information, and as such we do not accept a CV unless accompanied by a fully completed application form.

Recruitment Timetable
Application deadline: Sunday 20th November 2022
Interview date: Thursday 1st December 2022

Queries
Please contact Letizia Perna, Director of Services & Service Transformation, by email at lperna@winstonswish.org or by telephone on 01242 515157 for an informal discussion about this role.

If you have a query regarding any aspect of the recruitment process, please call 01242 515157 or contact recruitment@winstonswish.org.

Retention of Personal Information
Please see our Privacy Statement, which can be found at www.winstonswish.org/privacy-statement/.

Equality, Diversity and Inclusion
Winston’s Wish is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Should you require the recruitment pack or application form in a different format, or any other adjustments to the recruitment process, please contact recruitment@winstonswish.org.