

Glaucoma UK

Recruitment pack



Training and
Engagement Officer
(Southern England)



Welcome to Glaucoma UK

Thank you so much for your interest in becoming our new **Training and Engagement Officer (Southern England)**.

It couldn't be a more exciting time to join our team (and it really is a wonderful team, although I accept I might be a little biased about that). We have just developed a new Theory of Change and we are now embarking on a period of growth. With an estimated 700,000 people in the UK living with glaucoma – but only half of them knowing it – we want, and need, to do more. We want to fund more research, raise more awareness and help more people. And that is where you can make a real difference.

There is no cure for glaucoma. Sight loss from the disease cannot be reversed. Eye drop treatments can be painful and awkward and can cause more distress than the disease itself. There are many different treatment options and making decisions can be confusing and difficult. By providing a range of accessible and effective support services, we want to play our part in helping people to live and stay well with glaucoma.

The **Training and Engagement Officer (Southern England)** is a new role in our support services team, so there is a real opportunity to help raise awareness of glaucoma and our charity across the region, and help prevent glaucoma sight loss.

I do hope you decide to apply – I am really looking forward to reading about the skills and experience you can bring to our charity.

With my every good wish,

Joanne Creighton
Chief Executive Officer



About Glaucoma UK

Glaucoma UK is the charity for people with glaucoma. Our vision is to end preventable glaucoma sight loss. We want everyone with glaucoma to be able to live well with the condition, and to make this a reality we:



Raise awareness of glaucoma

Provided glaucoma is detected early, most people can retain useful sight for life, but glaucoma can cause serious sight loss if undiagnosed and untreated. The vast majority of glaucoma is detected by normal eye health checks via a community optician, and much of our awareness work centres on campaigns to get this message across to the public, so people can protect their sight.



Support people to live well with glaucoma

To help people actively manage their condition and make positive treatment choices, we offer a wide range of free information and advice leaflets, a telephone helpline, digital support groups, an online patient forum, and volunteer Buddies who provide peer to peer support.

Glaucoma affects people of all ages, but the risk increases with age; we support people from infancy to old age, and the average age of our beneficiaries is 78 years old. People from BAME communities have an increased risk of developing glaucoma, for example people of African-Caribbean origin are four times more likely to develop glaucoma, and it is more likely to appear earlier and be more severe when compared to people of European origin.

Our services are open to everyone, and thanks to the generosity of our supporters, they are free to all who need them.

As well as supporting patients directly, we work closely with healthcare professionals to improve care and increase understanding of patients' needs.



Fund research

We fund research into the cause, diagnosis and treatment of glaucoma and typically allocate around £400,000 each year for research.

Our annual programme currently consists of open call opportunities, PhD studentships, a special award for health and social care professionals and grants awarded in partnership with The Royal College of Ophthalmology, the charity Fight for Sight and the United Kingdom and Eire Glaucoma Society (UKEGS).

We also support the Glaucoma UK Chair of Glaucoma and Allied Studies at University College London, Professor David (Ted) Garway-Heath.



Glaucoma UK is governed by a board of trustees, mainly comprising eye health professionals and people with lived experience of glaucoma. We're a membership charity, with around 4,000 members – both patients and professionals. Our turnover is c. £2m, with the majority of our income coming from legacies and the rest from grants, donations and membership fees. Thanks to the kindness of our supporters, all our services are provided free of charge.

The last few years have been ones of transformation for Glaucoma UK. Formerly known as the International Glaucoma Association, we've launched a range of new services and communications channels as Glaucoma UK. As well as responding to the changing world of glaucoma care, we're modernising our engagement with people affected by glaucoma and models of support.

We're now entering a further exciting stage in our development and are expanding our capacity to meet the changing – and growing - needs of people affected by glaucoma. We are driven by our core values of compassion, support, collaboration, expertise and integrity.

We have a friendly, energetic and ambitious staff team, mostly based near our office in Ashford, Kent, but with some remote staff. We are currently operating a hybrid working model that gives colleagues the flexibility to work from home on occasion by agreement, as well as the office.

For more information, please visit our website [glaucoma.uk](https://www.glaucoma.uk) or find us on Facebook, X (Twitter), Instagram and LinkedIn.





About the role

Our vision is an end to preventable sight loss from glaucoma. Having regional and local connections and expertise is key to achieving that goal. We're growing our regional team of training and engagement officers. We are looking for someone who will bring passion, ambition and an open mind as we set out on an exciting journey to eradicate preventable glaucoma sight loss.

As **Training and Engagement Officer (Southern England)**, you'll join our team of three other Training and Engagement Officers covering Northern England, Scotland/Wales and Northern Ireland. Across your region, you will be responsible for delivering our new, aspirational strategy by:

- Hearing and being the voice of people with glaucoma across your region;
- Providing support for people with glaucoma, potentially including support groups, conferences or working with local organisations to enable them to provide support;
- Raising awareness of glaucoma, particularly amongst high risk groups;
- Training and collaborating with professionals who work with people with glaucoma.

Your high quality delivery of these services is central to our success is key in this role.

You will work closely with colleagues in the wider Support Services team, including the helpline, professional engagement and health information. You will also be involved with the Communications team, especially during public awareness raising campaign weeks.

The **Training and Engagement Officer (Southern England)** will be home based within the Southern England region. Travel will be required across Southern England as well as occasional travel to our head office in Ashford, Kent. At Glaucoma UK, we promote a flexible working culture. This role includes occasional evening and weekend work.

Job description

Job title	Training and Engagement Officer (Southern England)
Responsible to	Development Manager
Responsible for	N/A
Location	Home-based, with regular travel across service area and occasional trips to the charity's Head Office in Ashford, Kent
Hours	Full-time, 35 hours per week
Contract	Permanent
Salary	£30,210

Job Purpose

This role will deliver Glaucoma UK's outreach, training and engagement strategy in the region of service, including raising awareness among the general public, providing services for people affected by glaucoma and delivering training to health care professionals.

Main Duties

Service Delivery and Development

- Provide community support to individuals living with glaucoma, including establishing support groups, attending eye clinics, hosting patient conferences, encouraging the use of our information booklets and giving talks about glaucoma and Glaucoma UK.
- Deliver training to eye care professionals covering the nature of glaucoma, difficulty with eye drop adherence, eye drop dispensing aids and other treatments.
- Work with the Development Manager to deliver a programme of digital support, including arranging and hosting webinars, virtual support groups and other methods of online group engagement.
- Gather regional insights about under-represented communities that are at higher risk of developing glaucoma-related sight loss.
- Work to raise awareness of glaucoma and Glaucoma UK among higher risk communities, and encourage regular eye tests, adherence to treatment and uptake of our services.

- Assist the Development Manager in developing and maintaining partnerships with appropriate regional health agencies and other sight sector organisations.
- Act as a point of contact for local organisations who are working to support people living with glaucoma.
- Provide feedback and insights to improve the effectiveness of existing services across the charity and contribute to the development of new initiatives as appropriate.
- Use Glaucoma UK's communication systems and social media to promote regional events to maximise take-up and participation, particularly among high-risk groups.
- Write articles as required about the charity's outreach work for Glaucoma UK's newsletters, social media and other relevant publications.
- Work with the Fundraising and Membership Team to ensure that outreach activity supports fundraising and membership recruitment where appropriate.
- Ensure that outreach services encourage patient involvement in research projects where appropriate.
- Liaise with volunteers as required to support the delivery of outreach services.

Review and Evaluation

- Collect and record data to help evaluate our outreach services and contribute to a process of continual improvement.
- Ensure that accurate and up to date records are kept of all outreach activity.

Other Responsibilities

- Comply with Glaucoma UK policies and procedures and statutory legislation.
- Ensure that our outreach, training and engagement activity supports sustainable practices wherever possible to reduce Glaucoma UK's impact on the environment.
- Undertake travel as required to represent Glaucoma UK at external meetings and events.
- Continuously develop professional knowledge and skills by on-the-job learning and attending relevant network groups, meetings and conferences.
- Undertake other duties as may reasonably be required, in liaison with the Development Manager.

Person Specification

Essential

- Ability to develop and manage a variety of relationships with different stakeholders.
- Excellent networking and relationship building skills to work well collaboratively.
- Strong written and verbal communication skills, able to engage and influence a range of audiences.
- Good facilitation skills and confidence in presenting to a range of audiences, including patients and professionals, digitally and face-to-face.
- Problem solving ability to identify the needs of different stakeholders and provide relevant support and advice.
- Empathy, to understand the challenges and experience of people living with glaucoma and the eye health professionals working to support them.
- IT literate, confident in using Microsoft Office and operating in a digital environment, including use of social media to raise awareness locally.
- A strong work ethic, a commitment to our aims and values and a desire to improve the lives of people affected by glaucoma.
- Enthusiastic and pro-active, organised, able to take initiative and work autonomously and as part of a collaborative, supportive team.
- Committed to ensuring Glaucoma UK is a diverse and inclusive organisation.
- Good numeracy skills, able to collect and collate data, and apply learnings to future work.
- Flexibility to travel across the area of service and occasional out of office hours and overnight stays. (TOIL would be given in lieu).

Desirable

- An understanding of the health and social care landscape and the services available for people with, or at risk of, eye disease. (No specialist experience is required and training will be provided).

Benefits

Holiday entitlement

25 days holiday per annum, plus Statutory Public Holidays, pro-rated for new starters and part-time employees.

Healthcare

Benenden Healthcare cover, with access to a range of services including private diagnostics, treatment and other essential services. 24-hour Employee Assistance Programme for problems which may be impacting health or wellbeing.

Pension

Up to 5% contributory pension.

Learning & development

Funded support for learning and development to help employees grow their skills, knowledge and behaviours in pursuit of our strategic objectives.

Working arrangements

Home-based, with regular travel across service area and occasional trips to the charity's Head Office in Ashford, Kent.

How to Apply

If you have any queries about the job or Glaucoma UK, please contact Richenda Kew at r.kew@glaucoma.uk or call her on 01233 64 81 67.

To apply for the post, please email your CV and a covering letter explaining how you meet the person specification, to Richenda by **11.30pm on Sunday 10 December 2023**.

Interviews will take place on **Thursday 14 December 2023 or the morning of Friday 15 December 2023** remotely via Microsoft Teams and interested candidates are urged to keep these times free. We will be in touch with shortlisted applicants by **6.00pm on Monday 11 December 2023**.

Glaucoma UK

Organisation chart

