

## **JOB DESCRIPTION**

**Job Title:** Menopause Awareness Raising Service Co-ordinator

**Hours of Work:** 37 hours

**Responsible for:** Volunteers

**Accountable to:** Service Manager

### **Job Purpose:**

Support the Service Manager to establish and develop the Menopause Awareness Raising Service. The service will raise awareness of perimenopause, menopause and post menopause symptoms, treatment and related issues. The service will engage with health and social care (including primary care), workplaces and members of the general public, as well as specifically targeting diverse communities across Leicester, Leicestershire and Rutland (LLR). Regular events, webinars, campaigns and peer support networks will underpin the project, as well as a bespoke website providing information, toolkits and further sources of support.

The post will be based at Thorncroft, 244 London Road, Leicester, LE2 1RH

### **Duties and Responsibilities**

#### **Major Tasks:**

1. Support the Service Manager to establish, develop and co-ordinate the work of the Age UK Leicester Shire & Rutland – Menopause Awareness Raising Service. The post holder will be expected to raise awareness with and work with local health and social care providers including primary care; local employers; community groups and individuals to provide co-ordinated support, information and awareness raising of issues linked to the menopause.
2. To provide targeted information and advice for women in the workplace and health and social care settings relating to the menopause.
3. To support with the peer support network to help women share their experience of perimenopause, menopause and post menopause.
4. To improve general awareness and understanding of the treatment, symptoms and impact on family members.
5. To increase levels of menopause awareness amongst the diverse population in LLR, hard to reach communities and areas facing deprivation.
6. To raise awareness of the issues facing women in the workplace, regarding the menopause and establish good relations with Human Resource Departments across LLR.

7. To increase awareness of the issues relating to the perimenopause, menopause, post menopause.
8. To develop approaches that are sensitive to the needs of Trans people.
9. To develop a comprehensive menopause awareness toolkit, website, webinars, campaigns and other promotional material.
10. To develop the use of on-line training programmes.
11. Enable individuals to have the information, advice and support they need to make choices and decisions and improve their physical and mental wellbeing.
12. Ensure a robust system is maintained through the Charity Log data base to manage records of interactions with the service, including demographical information.
13. Help to recruit, train and support both Menopause Champions and volunteers to support the work of the service.
14. Develop good communication and working practices with other statutory and non-statutory organisations to facilitate a multi-disciplinary and collaborative approach to providing support for individuals going through the menopause.
15. Support with the booking, administration and facilitation of the meetings of the Stakeholder Engagement Group.
16. To be responsible for strategic engagement and representing the views of individuals living within Leicester, Leicestershire and Rutland.
17. To take the lead in matters pertaining to local and national guidance relating to the menopause and ensure that the service follows stated outcomes.
18. Attend meetings of the Stakeholder Engagement Group, LLR Integrated Care Service Contract meetings and other sessions as directed by the Service Manager.
19. Ensure that the Menopause Awareness Raising Service maintains a strength- based approach and actively encourages the co-production of activities, campaigns and events.
20. Be responsible for a programme of robust engagement and awareness raising events across Leicester, Leicestershire and Rutland.
21. To promote the work of the service and undertake talks/presentations on the work of the service to other agencies.
22. Support with preparing up to date reports and statistical information on the work of the service, including both qualitative and quantitative monitoring reports as required by Leicester City Council.
23. Maintain an up-to-date knowledge regarding issues relating to the menopause.

24. To promote and respect the diversity of individuals and encourage cultural sensitivity.
25. To attend key meetings and training relating to the work of the service and Age UK Leicester Shire & Rutland.

### **Marketing and Campaigns**

1. Create engaging written, graphic and video content for the service with the oversight of the Service Manager, regularly posting on social media platforms and monitor responses, including responding appropriately to queries and comments.
2. Produce engaging leaflets, posters and support with creation and amendments of the website, webpages, articles and press releases.
3. Highlight any negative/concerning comments on social media to your line manager with immediate effect and await their comments before publicly responding
4. Support with the creation, amendments and updating of the bespoke website and Age UK LSR's webpage and any marketing collateral
5. Set up and schedule social media posts, webinars and campaigns related to the service. This includes providing technical assistance for the webinars.
6. Assist with the management of marketing and awareness raising campaigns ensuring that staff, volunteer and public awareness is maximised to enhance campaign outcomes.
7. Assist with proof reading materials prior to publication.
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9. Have an awareness of any new marketing and social media technologies
10. Support with SEO (Search Engine Optimisation) and PPC (pay-per-click) analysis and make suggestions for improvement
11. Evaluate and monitor the work and impact of the service including the analysis of statistical data related to the reach, demographics and impact of the online content, including social media and websites.

### **Training and Development**

1. Undergo mandatory and departmental training and development as required.
2. Evaluate training undertaken and integrate it into your work programme.

### **Health and Safety**

1. Adhere to Age UK Leicester Shire & Rutland's Health & Safety Policy and related policies mentioned therein.
2. Where applicable ensure project activities are risk assessed in line with the organisation's Health and Safety policies and procedures.

## Working Practices/General

1. As well as the Health & Safety policies and procedures above, adhere to and implement all other Age UK Leicester Shire & Rutland's policies and procedures as well as the Personal Care Policies if relevant to your role.

Details of these and other Age UK Leicester Shire & Rutland policies can be found in [F:\COMMUNAL FOLDER\POLICIES](#) or on the Select HR self-service portal.

2. Age UK Leicester Shire & Rutland is committed to its charitable aims, and fundraises in order to provide accessible services for the older people of Leicester, Leicestershire and Rutland. Age UK Leicester Shire & Rutland expects all its employees to partake, when possible, in events which support these charitable aims.
3. Age UK Leicester Shire & Rutland expects all staff to have basic IT skills to enable them to use the systems within the organisation and have a willingness to embrace new technology as it is introduced. Training will be provided to staff who require it.
4. To undertake any other duties that may reasonably fall within the purview of the job.

**This Job Description sets out the responsibilities of the post at the time it was drawn up. Such responsibilities may vary from time to time without changing the general character of the post or level of responsibility entailed. Variations are a common occurrence and do not of themselves constitute additional responsibilities.**

Signed: \_\_\_\_\_

Date \_\_\_\_\_

Please print name: \_\_\_\_\_

October 2023