

Job description

Job title:	Head of Health Information and Engagement
Location:	Head Office, London, SE1 (with flexibility for homeworking)
Department:	Services and Support
Reporting to:	Director of Services and Support
Responsible for:	Healthcare and Community Events Manager, Information Manager
Salary:	£42,000 – 45,000
Contract:	Fixed term 10 to 12 months maternity cover

About us:

Muscular Dystrophy UK is a charity that connects a community of more than 110,000 people living with one of over 60 muscle wasting conditions, and all the people around them. So, everyone can get the healthcare, support and treatments needed to feel good, mentally and physically.

This is an exciting time to join Muscular Dystrophy UK. We recently launched our new [10-year strategy](#) to transform the lives of people living with muscle wasting conditions. Our vision is clear, a world without limits for people with muscle wasting conditions, and we won't stop until we achieve it.

Main purpose of role:

The Head of Health Information and Engagement will play a critical role in

delivering Muscular Dystrophy UK's (MDUK) 10-year strategy by leading the development and delivery of trusted, accessible information and impactful engagement for both the muscle wasting community and the professionals who support them.

This role will be responsible for shaping and evolving MDUK's portfolio of health and lifestyle resources, training materials, and community and professional events ensuring they are evidence-based, user-led, and effectively meet the needs of individuals living with muscle wasting conditions, as well as healthcare professionals across primary, secondary, and tertiary care.

Leading a dedicated team of three, the postholder will oversee the creation, maintenance, and dissemination of high-quality printed and digital resources, and drive forward MDUK's programme of community events and professional training.

Positioned at the heart of the Services and Support Directorate, this leadership role will ensure our information provision and engagement work is inclusive, strategic, and impactful empowering our community and enabling better care and support across the UK.

Main tasks and responsibilities:

1. Overseeing the work of the Information Manager in maintaining and developing high-quality resources, including digital content and printed materials. This includes content covering condition-specific information, as well as practical, welfare, and lifestyle topics.
2. Ensure all information produced is accurate, inclusive, and user-focused, developed in collaboration with people affected by muscle wasting conditions and health and social care professionals.
3. Maintaining MDUK's PIF TICK accreditation by managing regular content review cycles, quality assurance processes, and supporting documentation.
4. Leading the scoping and commissioning of research to identify gaps and inform the creation of new resources or updates to existing materials, with

a strong focus on accessibility, health literacy, and meeting the needs of diverse communities.

5. Ensuring resources and training materials are accurate, inclusive, and user-centred, developed and evaluated in close collaboration with individuals and families affected by muscle wasting conditions, as well as health and social care professionals.
6. Leading the development, delivery, and ongoing maintenance of MDUK's e-learning modules designed for professionals involved in the care and support of people with muscle wasting and weakening conditions.
7. Scoping and commissioning research to identify knowledge gaps and inform the creation or refinement of training and resource materials, with a strong focus on raising awareness and improving education among community and specialist healthcare professions.
8. Exploration, evaluation, and implementation of AI technologies to enhance health information delivery, engagement, and accessibility, ensuring alignment with organisational strategy and values.
9. Oversee the work of the Healthcare and Community Events Manager in planning and delivering an annual portfolio of community events designed to inform, connect, and empower people affected by muscle wasting conditions.
10. Lead the planning and delivery of national and regional education and networking events for healthcare professionals, in close collaboration with the Policy and Campaigns team.
11. Playing a key leadership role within the Services and Support Directorate by contributing to the Services and Support Leadership Team, and being accountable for the development, delivery, and performance of the Information, Health Professional Training and Community Engagement team's objectives and KPIs.
12. Building and maintaining strong external partnerships with key stakeholders to support the co-creation of accessible information, impactful events, and high-quality training opportunities for both the

muscle wasting community and the professionals who support them.

13. Supporting directorate-wide responsibilities, including strategic planning, budget management, and HR processes.

Other responsibilities:

- To ensure that all actions comply with the Data Protection Act.
- To represent the charity externally if required and to undertake other such tasks as required by the line manager.
- Occasional evening and weekend work as required.

Values and behaviours

- A positive attitude and approach that reflect the charity’s values.
- To seek opportunities to contribute to the development of the charity.
- A commitment to and an understanding of disability issues, equality, diversity and inclusion.
- To always demonstrate role model behavior.

Person Specification

Experience	Essential / Desirable
Significant experience in the development and delivery of health and social care information and support resources (digital and print)	Essential
Experience working within a health or social care profession (e.g. occupational therapist, physiotherapist, specialist nurse)	Desirable
Significant management experience, in leading, developing, and motivating high-performing teams, and fostering a supportive and inclusive culture	Essential

Experience	Essential / Desirable
Experience working with a wide range of stakeholders, including healthcare professionals across primary, secondary, and tertiary care	Essential
Experience designing, delivering, and evaluating training or education programmes.	Desirable

Knowledge and Personnel Qualities	Essential / Desirable
Strong written, verbal and editorial skills, with a focus on plain English and inclusive content communication skills to adapt messaging for different audiences and platforms	Essential
Confident and diplomatic in engaging effectively and inclusively with a wide range of stakeholders, including clinicians, healthcare professionals, other primary care professionals and people living with muscle wasting conditions	Essential
Knowledge and understanding of how to measure the effectiveness and reach of information and training resources	Essential

Core Competencies and Skills	Essential / Desirable
Ability to develop and implement effective plans and strategies for self and team	Essential
Ability to inspire, guide, and empower team members, adapting leadership style to suit the situation	Essential
Proactive in taking responsibility and delivering outcomes, with a solution-focused mindset	Essential
Collaborative approach and commitment to working across teams and departments to achieve shared goals	Essential
Details	

MUSCULAR DYSTROPHY UK

OUR MUSCLES
MATTER

Core Competencies and Skills	Essential / Desirable
Hours – 35 per week, some evenings and weekends required.	
Holidays – 25 days	