



Ariennir gan  
**Lywodraeth Cymru**  
Funded by  
**Welsh Government**



## Job description

**Title:** Programme Lead – Wales  
**Organisation:** Bliss, the premature and sick baby charity  
**Location:** Home-based in Wales, with regular travel throughout Wales  
**Salary:** £36,850 FTE  
**Terms:** 28 hours a week, fixed-term contract to end of September 2026

### Role description

#### Main purpose of the role

Bliss is the UK's leading neonatal charity. We were founded in 1979 by a group of concerned parents who discovered that no hospital had all the equipment nor the trained staff it needed to safely care for premature and sick babies. Determined to do something, these volunteers formed a charity to give vulnerable babies the care they deserve. More than 45 years later Bliss has grown into the leading UK charity for the 90,000 babies born needing neonatal care every year.

While we have always worked in Wales, as we have across each of the four nations of the UK, we have recently been awarded a one-year grant from the Welsh Government to deliver a programme of work to support and drive neonatal service transformation across the country. In line with Bliss new [4 year strategy](#), this programme will work with neonatal healthcare professionals across the 9 neonatal units in Wales, support families whose babies need this vital care, and include research and policy work to improve care across the country.

This programme will:

- Raise awareness of and access to Bliss' information and support for parents
- Support all neonatal units to progress through Bliss' Baby Charter standards
- Undertake service-user involvement work to inform the development of a new digital parent support service
- Undertake engagement work with health professionals to inform training and the development of resources to support the delivery of Family Integrated Care (FICare)
- Carry out a policy research project on neonatal inequalities.

The Programme Lead will be the principal contact with and liaison for Welsh neonatal units and the Wales Maternity and Neonatal Network. The role will lead the operational management of the programme, working with teams across Bliss. The postholder will lead the crucial work to engage with healthcare teams, and parents and carers across Wales, to inform service development. They will also work closely alongside colleagues across Bliss to coordinate the delivery of specific elements of the programme, based on the insights gathered through engagement and involvement with service users.

The Programme Lead will also lead quarterly review of progress, and an evaluation of the year's activities, with a view to a continued programme of work in Wales, and will support regular liaison with the programme funders in the Welsh Government.

This role will be home-based in Wales, with the expectation of regular travel to the nine neonatal units in Wales, as well as to undertake involvement work with parents; and occasional travel to Bliss' head office in London. More information on the location of Welsh neonatal units can be found [here](#).

This programme is aligned to wider Welsh Government commitments – including those set out in the 2023 Maternity Neonatal Safety Support Programme Cymru [Discovery Phase Report](#), the updated 2024 [Neonatal Services Specification](#), and the 2025 new [Quality Statement for Maternity and Neonatal Services](#).

The role is funded by the Welsh Government

### About the team and department

This role sits within the Services Department, and will work closely with colleagues across the Department including the Information & Support Manager, the Baby Charter Programme Lead and Officers, and the Involvement & Special Projects Programme Lead; as well as with colleagues in other teams including the Policy, Research & Campaigns Team and the Communications Team.

### Reporting structure

Reports to the Director of Services. This role has no line management responsibility.

### Key responsibilities

#### Project management and coordination

- To be responsible for day-to-day management of the programme, coordinating with colleagues across Bliss to ensure the delivery of all key activities on time and to budget
- To plan and deliver service-user engagement and involvement as part of the programme, working with parents and healthcare teams to understand needs and inform key activities. This will involve setting realistic aims, activities, and milestones to deliver agreed activities within budget and timeframe
- To work closely across Bliss teams to ensure activities are progressing towards planned objectives and timelines, ensuring communication about all elements of the programme, regular cross-team updates on progress, and working with colleagues to troubleshoot if any problems arise
- To report regularly to the Services Director on progress with the programme, proactively identifying any risks and proposing mitigations for these.
- To support the continued development of relationships with funding contacts in the Welsh Government

#### Engagement and involvement

- To be the primary point of contact for all neonatal units in Wales, as well as for the Wales Maternity & Neonatal Network and other stakeholders, and to establish and build relationships with key contacts in order to successfully deliver all elements of this programme of work
- To take the lead role in undertaking service-user engagement and involvement work with neonatal parents/carers to inform programme activities. This will have a particular focus on reaching parents from minority ethnic and socio-economically deprived communities; and working closely with grassroots and community organisations to ensure this is done in a respectful and trusted way
- To take the lead role in regular involvement work with neonatal health professionals – comprising doctors, nurses, allied health professionals and psychology professionals – establishing the right mechanisms to gather insights to inform programme activities in a safe and trusted environment.

### **Monitoring, evaluation and reporting**

- To take operational responsibility for the programme budget, reporting variances each month
- To lead on programme monitoring and evaluation, liaising with colleagues across Bliss as needed, and to produce a quarterly report for the Welsh Government highlighting programme delivery against plan as well as relevant monitoring and evaluation data and insights.
- To plan and coordinate an end of programme evaluation and report, highlighting success and challenges and working towards a continued programme of work in Wales.

Any other duties as may be reasonably requested.

#### **Don't meet every single requirement?**

Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. At Bliss we are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role, but your past experience doesn't align perfectly with every aspect of the job description, we encourage you to apply to tell us what you can offer our organisation. You could be just the right candidate for this or other roles

## **Person Specification**

### **Qualities**

- Proven ability to build effective internal and external relationships with a range of stakeholders
- Excellent verbal and written communication skills
- Self-motivated and solutions-focused, able to work on own initiative to get things done
- Highly organised, efficient and reliable.

### **Knowledge**

- Demonstrable understanding of how to involve service users in the development, delivery and evaluation of services
- Strong understanding of equity, diversity and inclusion, and of inequalities related to healthcare, and how to tackle these.
- Knowledge of Welsh healthcare systems in general, and maternity/neonatal services in particular, would be a distinct advantage

### **Skills and Experience**

- Strong experience of project management, able to juggle multiple priorities and coordinate with others to deliver activities on time and to budget
- Demonstrable skills in service user involvement or qualitative research, able to empathically engage with service users from a range of different backgrounds in a trusted and compassionate way, towards the improvement of services.
- Experience of working with professionals, either in healthcare or another sector, with the ability to build strong and trusting relationships

### **Special conditions**

- Able to demonstrate commitment to the aims and objectives of Bliss
- Willingness to work outside office hours and weekends on occasion as needed

- Willingness to undertake further training as and when required
- Willingness to travel around Wales regularly.

### Health and Safety and codes of conduct

- To carry out all work in accordance with Bliss' site health and safety policy
- To adhere to Bliss' Equity, Diversity & Inclusion Policy at all times
- To adhere to Bliss' financial monitoring processes
- To ensure compliance with the GDPR and Bliss' Data Protection Policy
- To adhere to Bliss' User Involvement policy and practice and to work closely with a range of stakeholders and users of services to best design, support and evaluate our activities.
- To undertake duties in line with the Institute of Fundraising, the Fundraising Regulator and other relevant codes of conduct.
- All employees must have a right to work in the UK.

## About Bliss

Bliss is the UK charity for babies born premature or sick. Our vision is that every baby born premature or sick in the UK has the best chance of survival and quality of life. We champion the rights of every baby born premature or sick to receive the best care. We achieve this by empowering families, influencing policy and practice, and enabling life changing research. For more information about Bliss, visit [bliss.org.uk](https://bliss.org.uk)

### Why Work for Bliss

**If you work for Bliss, you'll be part of a passionate, hardworking team who are making a real difference to the lives of babies born premature or sick.**

Bliss has around 40 staff, most of whom are based in our lovely London Bridge office, with a small number of remote staff currently based in Scotland and the Midlands, which this role will join. All of our staff work **flexibly**, with everyone able to choose when to work their hours between 7am – 7pm Monday to Friday (working days are up to 8hrs long). This means we can provide lots of options for flexible working, such as annualised or compressed hours, as well as offering roles on a job-share basis.

Our staff truly embody our **values** of being supportive, trusted and ambitious. In 2024 we asked staff about working for Bliss. **97% of staff said they are treated with fairness and respect at Bliss. 94% said they enjoyed their work at Bliss and their managers are supportive.**

Working at Bliss also means you'll leave work every day knowing that you **make a difference**. We take opportunities to share each other's successes, and we are totally focussed on understanding the needs of our beneficiaries and seeking to address them. We share our findings regularly with each other, so that we all feel **connected to the cause** and see the **direct impact** we are having.

Working for a relatively small charity, you will get a real chance to **shape the agenda** and be able to take **ownership** of a project or task. We can also provide lots of opportunity to work with different teams and on project and working groups, so **you'll never be bored!**

We understand that we all have different priorities at home and we aim to offer a mix of financial and non-financial **benefits**. Our 'better than statutory' benefits include:

- 34 days paid holiday (pro rata for part-time employees) including bank holidays which can be taken whenever desired [26 days of holiday plus 8 days of bank holiday]
- Additional one-off week holiday granted as a 5 years' service award
- Generous contributory pension scheme
- Interest-free season ticket loans and tax-efficient cycle loans

- Enhanced company sick pay
- Enhanced family leave pay (after minimum service)
- Neonatal leave and pay
- Paid time off for volunteering
- Paid Emergency and Dependents leave
- Paid study days.

We have a **relaxed** work-life and dress code, offer free access to an **employee assistance programme** and ensure a genuine focus on ongoing **learning and development** for all staff, with dedicated L&D time and paid leave for personal L&D activities. Our staff are friendly and kind, and enjoy **social activities** together in and outside of working hours.

We are proud to be a [London Living Wage employer](#), and have signed up to the [Show the Salary](#) pledge.

### Accessibility Statement

We are an equal opportunities employer and take pride in our **inclusive** work culture. Having a **diverse** workforce is important to us, to ensure we can best represent and serve all babies born premature or sick every year. We recognise that babies born into families already facing health inequalities may need more, or different, support in order to have the best chance of survival and quality of life so there is a particular focus in our [strategy](#) on driving for equity in neonatal care.

We know that in order to recruit the most talented people, we need to access a wide pool of talent, and this means being as inclusive as possible in how we recruit, support and retain our staff.

Bliss recognises the positive value of diversity, promotes equity and challenges discrimination. We welcome and encourage job applications from people of all backgrounds, including applications from Black, Asian and Ethnic Minority communities, people who identify as having a disability, and LGB+, Trans and non-binary candidates.

Some examples of our accessibility provisions for the recruitment process include:

- Step free access to the building, all key meeting rooms and bathrooms, and an accessible workstation
- Application pack in large / easy read format
- Additional time for interview tasks
- Private space for additional needs (e.g. prayer / breastmilk expression)
- Pre-interview meeting to talk through the role and person specification.

If you need any adjustments to enable you to access this job information, or the application process, please let us know.