



Helping bereaved people find support and wellbeing.

Role Description

Head of Advocacy, Awareness and External Relations

About AtaLoss

AtaLoss is a Christian-led charity that exists to ensure that every bereaved person in the UK can find the right support at the right time. We primarily serve adults bereaved by death, with additional provision to support those helping children and young people through loss. Bereavement has been neglected for decades, leaving individuals, families, workplaces and communities ill-equipped to understand its wide-ranging impact. Unsupported bereavement contributes to mental and physical ill-health, isolation, job loss, relationship breakdown, debt, low attainment, substance misuse, homelessness and crime, and increased pressure, therefore, on public services.

AtaLoss responds by combining national leadership and advocacy, digital access to comprehensive information and signposting, and community-based peer support, positioning bereavement as a public health issue requiring timely, holistic intervention.

We deliver our mission by addressing the first three tiers of the adult bereavement care pyramid through:

- **National awareness, advocacy and policy leadership**, including engagement with the media and Parliament through the All-Party Parliamentary Group (APPG) on Grief Support and the Impact of Death on Society
- **AtaLoss.org**, the UK's most comprehensive gateway for bereavement support, providing high-quality content and signposting tailored to circumstances before, at the time of, and following a death
- **Community-based bereavement support and training**, particularly through The Bereavement Journey® peer support programme and the development of Bereavement Friendly Communities across faith, public, voluntary and commercial sectors.

Having grown steadily since 2016, AtaLoss experienced a step change in 2024 following a substantial donation, enabling the charity to strengthen infrastructure, expand staffing, deepen cross-sector engagement, establish the APPG, and develop AtaLoss.org as a universal gateway for bereavement support. AtaLoss is now recognised as a leading national charity in bereavement.

Outline of the Role

The Head of Advocacy, Awareness and External Relations is a senior leadership role within the charity, working closely with and reporting directly to the CEO. The post-holder will lead work across the public, bereavement and commercial sectors to deliver AtaLoss' strategic outcomes by:

- providing national leadership in bereavement awareness, advocacy and policy influence, including through Parliament, the APPG and the media
- strengthening AtaLoss.org as the UK's trusted gateway for bereavement support, ensuring accessible, high-quality content and effective signposting
- enabling holistic bereavement support in communities and workplaces through partnership development, training and the growth of Bereavement Friendly Communities
- contributing to organisational sustainability through income-generating training, cross-sector partnerships and effective external engagement.

The role sits at the heart of AtaLoss' mission to ensure that every bereaved person can access the right support at the right time, and to position bereavement as a public health issue requiring timely, coordinated and understanding response.

Key Responsibilities

1. Stakeholder relationships and partnerships

- Build and maintain effective relationships with stakeholders across government, public services, health (including social prescribers), funeral directors, the bereavement sector, voluntary sector organisations and commercial partners to support timely, holistic bereavement care and universal signposting to AtaLoss.org.
- Lead engagement with NHS and public-sector partners to secure consistent and sustainable signposting to AtaLoss.org.
- Engage with public and Christian social action networks where high-level influence and national impact can be attained.
- Foster and build a network of Subject Matter Experts and Associate Practitioners to contribute to AtaLoss.org content, meetings, training and advocacy.
- Develop commercial and cross-sector partnerships for corporate sponsorship, employee bereavement support training and fundraising, in collaboration with the Communications and Income Generation team.

2. Content development of AtaLoss.org

- Using contributions from stakeholders, partners and Subject Matter Experts, and with the support of the Partnerships and APPG Executive, plan, oversee, edit and write content for AtaLoss.org, ensuring comprehensive, sensitive and up-to-date bereavement support information covering the period before, at the time of, and following a death, with content development and prioritisation informed by data insights and analytics.

- Collaborate with service providers to ensure access via AtaLoss.org to a wide range of practical, financial, legal, funeral and therapeutic support.
- Provide strategic oversight of AtaLoss.org's provision of services and resources in collaboration with the Website Manager, ensuring comprehensive and accurate provision.
- With the support of the Website Manager, ensure content development and prioritisation is informed by data insights and analytics.
- Improve signposting and integration between AtaLoss.org and related platforms, in line with the charity's digital access and user journey objectives.

3. Advocacy

With the support of the APPG Consultant and Partnerships and APPG Executive:

- Lead AtaLoss' role as Secretariat to the APPG on Grief Support and the Impact of Death on Society, working with Officers, the Steering Group and Parliamentarians to shape its programme, enquiries, meetings and outputs, particularly in relation to universal signposting and sustainable funding for bereavement support.
- Work with the CEO to help shape, agree and advance AtaLoss' national bereavement policy priorities, including engagement with Ministers, MPs, Peers and senior officials.
- With the support of the APPG Steering Group and consultant lead responses to government consultations, inquiries and calls for evidence on grief and bereavement on behalf of the APPG.
- Coordinate briefings, evidence sessions, reports and stakeholder engagement for the APPG in line with parliamentary best practice.
- Oversee the development of structured briefings and communications for APPG members and stakeholders, in collaboration with the Communications and Income Generation team.
- Act as a key link between Parliament, the bereavement sector and people with lived experience.

4. External Engagement and Profile

- Lead sector engagement to increase awareness and use of AtaLoss' signposting service and community engagement to public, health, commercial and voluntary sectors.
- Champion adoption of the charity's Bereavement Friendly Community charter led by Christians in workplace settings, and the public health benefit of timely bereavement support.
- Along with the CEO be a main port of call for media interviews responding to the charity's mission, bereavement related news and current affairs.
- Be the main port of call for media interviews, articles, presentations and exhibitions relating to social transformation through bereavement support, health and Bereavement Friendly (workplace) Communities
- Advocate for recognition of unsupported bereavement as a public health issue in national and local policy, and across health and social care systems.

- Represent AtaLoss in policy forums, advisory groups and sector coalitions.
- Contribute to marketing materials, newsletters and content for social media posts as requested by the Communications and Income Generation team.
- Attend promotional events and exhibitions as required.

5. Bereavement Support Awareness

- Lead and oversee the development, positioning and uptake of Level One Introduction to Bereavement films to support *The Bereavement Journey*® leader training, Bereavement Friendly Church and Communities, and wider grief literacy across sectors, contributing to income generation.
- Lead and oversee the development, positioning and uptake of CPD and NCPS Level Two Bereavement Support Training films for professionals supporting bereaved people.
- Scope and deliver bespoke training packages for organisations where appropriate for partnerships and where sustainable or income generating.
- Champion and oversee adoption of the charity's Charter for Bereavement Friendly (workplace) Communities across public health, funeral director and commercial sectors.
- Oversee and champion children and youth bereavement support training and emergency provision delivered through the Listening People project.
- Scope and develop offerings for Employee Assistance Programmes, including feasibility assessment and partnership development.

6. General

- Involvement in decision making and shaping the strategic direction of the charity
- Line management and training of the Partnerships and APPG Executive
- Line management of the Listening People Lead
- Contribute to impact reporting for Trustees, funders and stakeholders.
- Lead the weekly online staff prayer meeting
- Act as a positive ambassador for AtaLoss' Christian values and mission.
- Foster a collaborative, inclusive and supportive working culture ensuring that processes between all departments are joined up and seamless.
- Ensure data collection and reporting aligns with GDPR and CRM requirements.
- Be flexible and willing to contribute across the organisation as needed.
- Approach work prayerfully, cooperatively, diligently and flexibly.

Context for the Role

This full-time role has been created as part of AtaLoss' continued growth and increasing national profile. It sits at the heart of a developing organisation building on the work of the previous Partnerships development postholder. It will inevitably evolve as the charity expands, partnerships deepen and structures are reviewed.

This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it.

Person Specification

Essential

- A clear commitment to AtaLoss' mission and strategy, and ability to act as a positive ambassador for the charity's Christian ethos, values and practice
- Proven experience of building and sustaining effective relationships with senior stakeholders across sectors (e.g. government, health, voluntary sector, commercial partners).
- Senior-level experience in advocacy, working with Parliament, APPGs, select committees or government consultations.
- Strong facilitation and presentation skills, including delivery of training and webinars.
- Experience of working strategically while also being willing to deliver operationally in a growing organisation.
- Personal experience or understanding of bereavement impact and support.
- Experience of influencing decision-makers and contributing to policy development at local or national level.
- Outstanding verbal and written communication skills, with the ability to communicate sensitively and persuasively to diverse audiences.
- Strong strategic thinking and planning skills, with attention to detail and follow-through.
- Collaborative and open leadership style, fostering trust and inclusion and with willingness to be guided and to learn.
- Ability to represent an organisation confidently in high-profile settings, including media and parliamentary environments.
- Experience of media engagement, including acting as a spokesperson or providing expert commentary.
- Ability to manage multiple priorities and deadlines in a fast-developing environment.
- Willingness and ability to travel across the UK, including attendance at Parliament and events.
- Flexibility to work occasional evenings or weekends for media, parliamentary or sector events.
- Willing to help when needed in other aspects of the charity's work to deliver success.

Desirable

- Understanding of how public, health and voluntary sectors operate in the UK.
- Training in bereavement support, counselling, pastoral care or trauma-informed practice.
- Experience of working within or alongside faith-based organisations while serving diverse communities.

- Experience of cross-sector partnership working (e.g. health, local government, employers).
- Experience of developing or overseeing content for digital information platforms or content hubs.
- Experience of income-generating activity linked to training, consultancy or partnerships.
- Knowledge of bereavement, grief, trauma or mental health as a public health issue.
- Understanding of the UK health and social care landscape, including NHS structures and Integrated Care Systems.
- Understanding of workplace wellbeing and employee support provision.
- Familiarity with faith-based social action in the UK.
- Experience of report writing, policy briefings or consultation responses.
- Digital content editing or commissioning skills.
- Experience of accreditation processes (e.g. CPD, professional bodies).

This post is subject to an Occupational Requirement

AtaLoss works closely with churches and Christians, and partners with Christian organisations towards the delivery of its aims. The nature of the work requires that this post holder has an active Christian faith under the Equality Act 2010, Part 1, Schedule 9.

Equal Opportunities

The charity actively supports and welcomes integration of people from diverse backgrounds to help shape the work and future of AtaLoss.

Terms and conditions

Job title: Head of Advocacy, Awareness and External Relations

Reports to: The CEO

Location: Home based, remote with national travel including Westminster

Contract type: initial 1-yr fixed term contract with employment expected beyond the year.

Hours: 4-5 days per week between Monday to Friday (by arrangement)- with the expectation of working some evenings or weekends with time off in lieu.

Salary: Upon application

Team(s): Head of the Public, Bereavement and Commercial Sector Engagement Department and part of the Core Team, working closely with the Church Engagement and Communications and Income Generation Departments.

Responsible to: The CEO

Responsible for: The Partnerships & APPG Executive, APPG Consultant, Listening People Lead, Subject Matter Experts and Associate Practitioners

Supported by: The Partnerships & APPG Executive, APPG Consultant, Subject Matter Experts and Associate Practitioners