

# Advice and Information Coordinator

Recruitment Pack



Protecting human rights in childbirth

# Message from our Advice and Information Manager

(maternity cover)

Firstly, thank you for your interest in working for Birthrights.

If you want to be able to make a real difference to the experiences of women and birthing people in maternity care, please read on.

The maternity system in the UK is in crisis and the experiences and outcomes for many women and birthing people, and their babies, are alarming; our work has never been more urgent.

Birthrights was founded in 2013 with the understanding that at the heart of the poor experiences and outcomes of maternity care for so many, is a consistent failure to listen to the voices of women and birthing people and a complete disregard for their fundamental human rights.

Over ten years Birthrights has grown from a tiny volunteer-led organisation to the UK's leading authority on the human rights of women and birthing people during their pregnancy and birth. I joined Birthrights as Advice and Information manager (maternity cover) in May 2025.



**Birthrights champions the fundamental human rights of women and birthing people during pregnancy and birth across the UK.**





“When we set out, human rights weren’t part of the conversation in maternity care, but our work has changed that and made a real difference to the lives of women and birthing people.”

– Elizabeth Prochaska, Birthrights Co-founder

This past year we have focused on strengthening our foundations, achieving real impact for women and birthing people and establishing an exciting pipeline of critical activity in support of our mission.

We are seeking to create a real step-change in how we influence meaningful change in maternity care, and our advice and information team is a critical component of this.

We are looking for an advice and information coordinator with a commitment to Birthrights’ goals to join us. It’s an exciting time to be joining the Birthrights team, as we have recently expanded with new members across our small and passionate team of change makers.

We are buzzing with energy and ideas on how we can work collaboratively towards long term, systemic change and addressing the entrenched inequalities in maternal healthcare, whilst carving out the time we need to be strategic and boundaried in our work so we can really care for ourselves and each other.

I hope that you will consider applying, even if you feel you do not meet all the criteria of the job description.

Lora Evans (she/her)

Advice and Information Manager (maternity cover), Birthrights

# About Birthrights

Birthrights champions respectful care during pregnancy and childbirth by protecting human rights. We provide advice and information to women and birthing people, train doctors and midwives, and campaign to change maternity policy and systems.

**Our vision is that everyone receives the respect and dignity they deserve in pregnancy and childbirth.** Our mission is to be the authority on human rights in pregnancy and childbirth in the UK and use that influence to improve services and practice throughout the maternity system.

Our email advice service, which is open to both women/birthing people and healthcare professionals, is a core part of what we do as an organisation. A recent external review of our programmes' impact has shown that the individuals who contact us hugely appreciate the factual advice they are given about their rights and the empathetic way it is provided. The themes we hear about on the advice line are a key driver of the rest of our work – such as our 2022 Inquiry into racial injustice in UK maternity care, our work on families living with multiple disadvantages, and our challenge to disproportionate service restrictions during the pandemic. In 2025 we published our 'Access Denied: Restrictions to Home Birth in the UK' report into home birth suspensions and restrictions which disproportionately impact women and birthing people from diverse communities, including the most marginalised.

During the pandemic, advice enquiries tripled and have remained at similar levels. Our strategy centres on developing innovative approaches to ensure that all women and birthing people – particularly Black and Brown women and birthing people, as well as other marginalised communities – can easily access clear, accurate information about their human rights during pregnancy and childbirth. We are committed to making our advice service inclusive, accessible, and responsive, so it can reach more people and provide effective support, especially for those most at risk when their rights are under threat or have been breached.

We believe pregnancy and birth should above all be about your body, your birth, your rights.

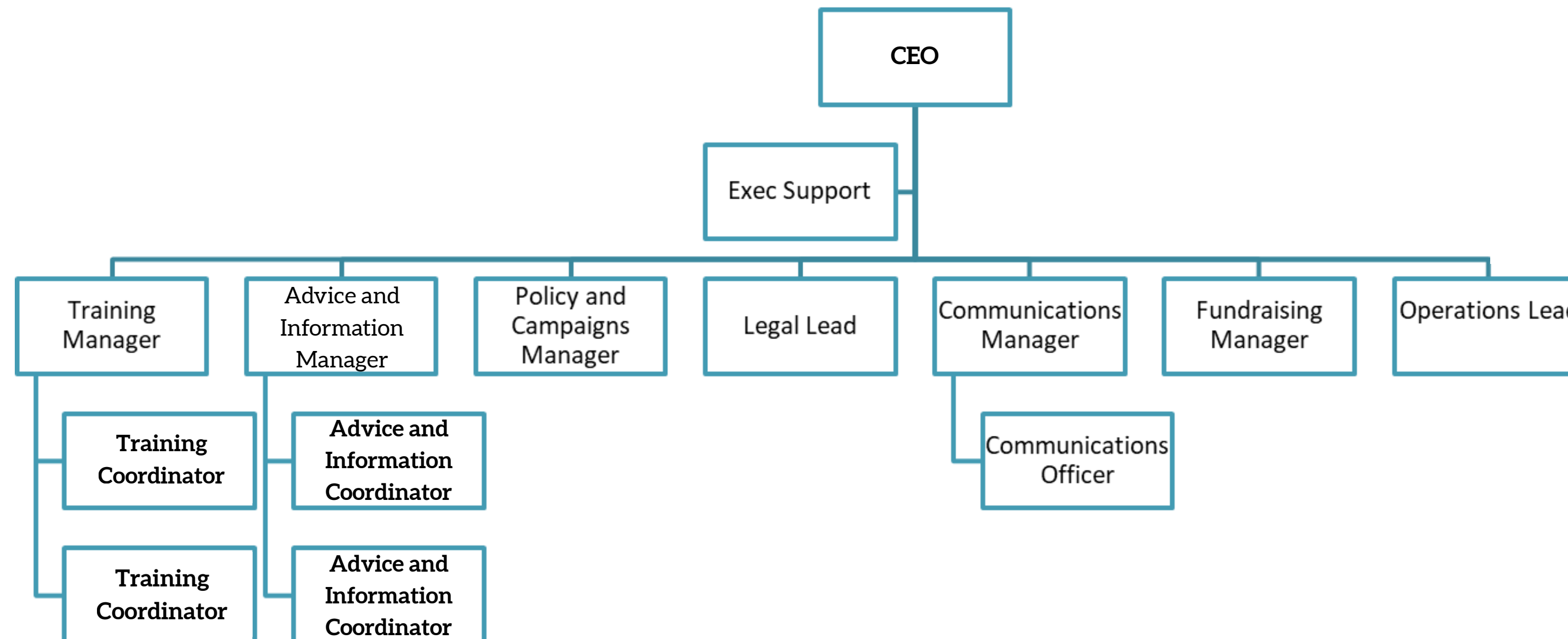


# About our team

Birthrights has a small, dedicated and passionate team committed to improving the outcomes and experiences of women and birthing people throughout their pregnancy and birth.

We are recruiting to enable us to increase our reach and impact, particularly in the communities with significantly worse maternal outcomes than the wider population.

As well as our staff team we are supported by Associate Trainers with legal and frontline health experience.





# Working with Birthrights

Birthrights has a committed and supportive team of part time staff who all work remotely and are spread across the country. While this role is fully remote, we do organise quarterly team meetings and away days in different locations, but most regularly in London and Birmingham. We use Microsoft Teams messaging and calls to support one another and to communicate throughout the day.

As a charity we are committed to promoting a positive working environment and recognise that balancing work and home life requires flexibility.

- We believe a focus on team and individual wellbeing is central to our ability to deliver the best results for women and birthing people.
- We are committed to building a diverse and inclusive team where we all feel comfortable to bring our full selves to work.
- We believe this is core to our ability to be an organisation that is an accessible, inclusive and safe space for everyone who needs us.

All Birthrights staff members receive:

- 30 days annual leave (pro rata), excluding bank holidays and Christmas closure.
- A monthly £26 work from home allowance
- Enhanced maternity/paternity/adoption/shared leave provision.
- Investment in your continuous professional learning.
- Investment in your health and wellbeing through our Employee Wellness Strategy.



“I cried reading your email (happy tears) in thoughts that there might be some hope for what I would like my birth to look like for me and my baby.”

–Service user

# About the role

The advice and information service is critical way in our work to equip and empower women and birthing people and their supporters with knowledge and tools to advocate for their rights and navigate maternity systems, providing more intensive support for those most likely to be marginalised and least likely to be heard.

This includes responding to individual enquiries and producing accessible resources that enable people to understand their rights and tools to use when advocating for their rights.

We are looking for someone who has the ability to manage and develop an advice service and meet its strategic goals and identify opportunities to influence long term and systemic change, while working collaboratively towards our commitment to anti-oppressive practices.

As we continue to build capacity within the team, we are focused not only on meeting current demand, but also on looking ahead – identifying the evolving needs of those who may seek our support, and ensuring our approach remains responsive, impactful, and grounded in rights-based care.

We are committed to supporting women and birthing people to access care that respects their rights. Our support includes advocating when those rights are at risk and providing clear pathways for escalation when human rights are breached.

At the same time, we view our advice service as a vital driver of wider systemic change — both within individual NHS trusts and across the maternity system as a whole. Through this work, we aim to highlight patterns, push for accountability, and contribute to building a more just and equitable maternity system.

As the service continues to grow and evolve, we may be able to offer additional hours in the future — and we would welcome your interest in being part of that journey.

It's an exciting time to join us. In 2023 we celebrated 10 years as a small charity, keeping the lived experience of women and birthing people at the heart of everything we do. We continue to champion a human rights framework in maternity care and for human rights law to underpin the regulation of maternity care. You will be one of several new staff, working under a strong Board, [10 year strategy](#) and new CEO.



“Having someone who properly listened to me when it felt like I was up against a brick wall was hugely valuable on many levels.”

–Service user



# Job Description

Role Purpose	<ul style="list-style-type: none"><li>Play a key role in running our advice and information service by equipping and empowering women and birthing people and their supporters with knowledge and tools to advocate for their rights and navigate the UK’s maternity systems, providing more intensive support for those most likely to be marginalised and least likely to be heard.</li></ul>
Reports to	Advice and Information Manager
Salary	£30,000 FTE, actual salary £12,000 (pro rata)
Hours	15 hours per week based on a 37.5 hour working week (0.40 contract) to provide consistent service on our advice service, with other part time members of the team.
Location	Home-based. UK resident. Able to travel 2-3 times a year for team meetings and events in London or other national cities.
Benefits	30 days annual leave pro rata, highly flexible working, enhanced sick pay and parental leave policies, access to wellbeing fund and external supervision through our Employee Wellness Strategy.
Contract	12 month contract with potential to extend

- To respond and confidentially record advice enquiries and replies coming into the advice@ inbox and to the Birthrights CRM system on the days agreed, in line with the guidance and internal training provided by the advice and information manager.
- Discuss enquiries with the advice and information manager and/or Legal Lead when unsure how best to respond, if concerned that an individual is at risk of harm, or if further organisational response is required.
- Identify enquiries that would make good case studies for training/advocacy purposes and seek permission to use/re-contact.
- Liaise with advice and information manager and with the existing advice coordinator to share emerging themes and learning and to ensure smooth handovers to one another.
- Attend team check-ins and meetings to update whole team about themes on advice service and contribute to the wider work of the advice team and organisation as appropriate.
- Work to ensure administrative and organisational tasks are completed daily e.g. filing, handover's, updating CRM system with progress, impact measurement processes.
- Contribute to maintaining internal templates and resources and developing new ones as required, and help shape resources and content designed to equip women and birthing people with knowledge about their rights and how to advocate for themselves.
- Follow the escalation process to highlight enquiries which may require Birthrights to advocate on behalf of a women or birthing person or take other actions. Support women and birthing people directly to write complaints where necessary by making layout and wording suggestions/reviewing draft complaints.

# Person Specification

## Essential

- A self-starter, able to work both independently and collaboratively with others in a remote team and with the curiosity to proactively ask questions and make recommendations and know when to ask for help.
- Warm, empathetic, concise written communication skills, with the ability to translate complex information into easily digestible formats.
- Experience of providing information and/or advice, particularly to people in times of crisis.
- Ability to assess and prioritise enquiries and manage own workload.
- Lived or professional experience of maternity policies and provision or understanding of some of the key policy issues in maternity provision in the UK and/or an understanding of human rights and how they apply to maternity care.
- Commitment to our values of equity and inclusion and a commitment to working on own biases and beliefs as part of our commitment to anti-oppressive practices.
- Values the importance of professional boundaries and self-care in the context of working with emotionally sensitive and trauma-related content.
- Experience using Microsoft Outlook, Teams, Sharepoint and using Customer Relationship Management software.

## Desirable

- Legal training (e.g. law degree) or professional experience interpreting and applying law and guidance - particularly training or experience relating to human rights frameworks and/or the UK health or social care system.
- Awareness of trauma informed and culturally competent approaches.

Please note that even though this role's hours are limited, we are committed to providing advice during normal working hours, 5 days a week and it is important that this role can provide a service across 2-3 of those days and overlap with the hours of existing team members. Therefore please only apply if you are able to work your agreed hours across a regular pattern of the same 2-4 days a week. Our core hours are 9:00 a.m to 5:00 p.m.





# How to apply

Please read more about us and the role in our recruitment pack, then send us the following by 23:59 p.m. on the 22<sup>nd</sup> September to [careers@birthrights.org.uk](mailto:careers@birthrights.org.uk) with 'Advice and Information Coordinator' in the subject line:

1. Your CV
2. Answers to the following question in a format that suits you for example in writing, voice note or video – please try and keep your answer succinct and no more than 800 written words in total or seven minutes if verbal.
  - **Please let us know how you feel your skills and experience fits with the person specification for this role**

Interviews are planned for the w/c 6th October and will be held virtually via Zoom.

Please contact us if you require any assistance or adjustment so that we can help ensure the application process works for you.

We use positive action in our recruitment. This means that we are actively seeking candidates from underrepresented groups (including people from racially minoritised communities, migrant and refugee communities, LGBTQ+ people and disabled people) and if there are two candidates who are equally qualified, we will choose the candidate with this background.

