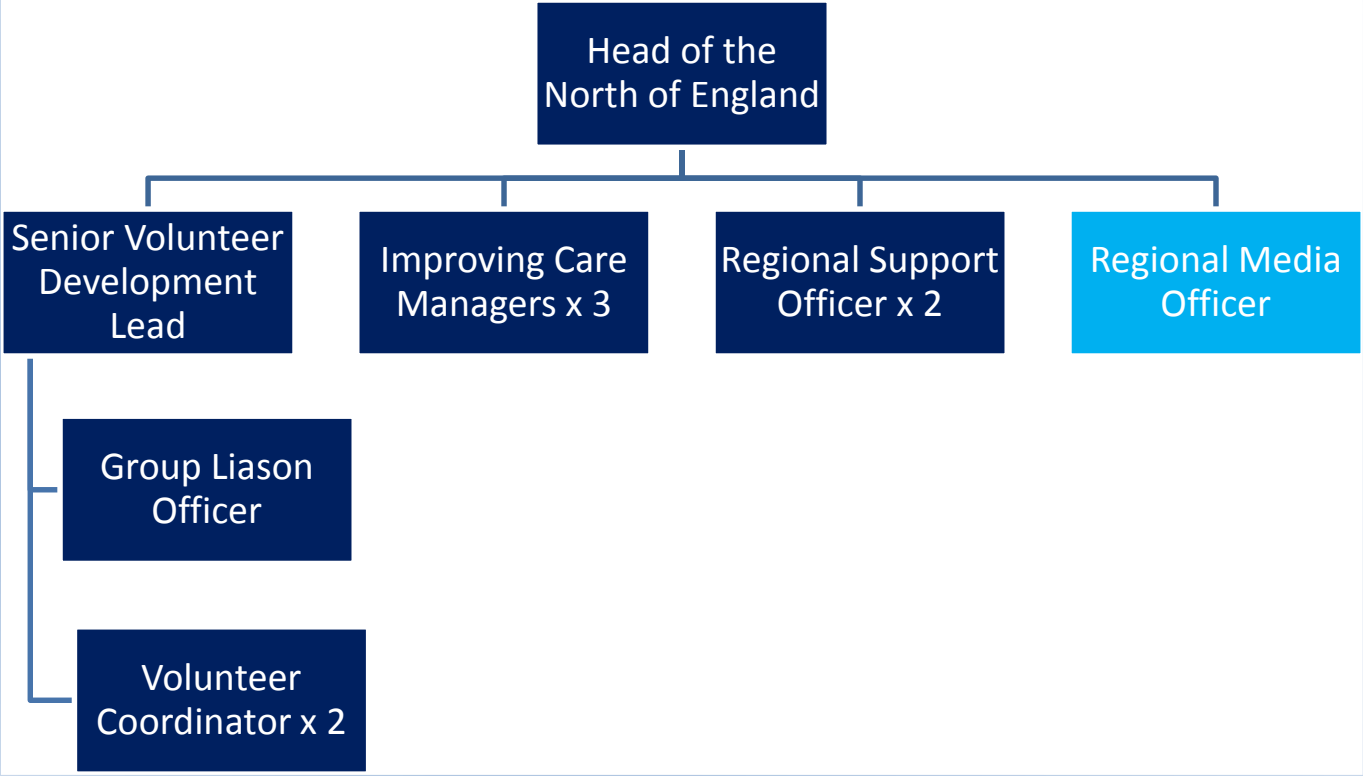


Job Title – Regional Media Officer – South West

DIRECTORATE:	Operations
TEAM:	North of England Regional team/Central Media Relations
REPORTING TO:	Head of the North of England
CONTRACT:	Full-time (Maternity cover) 35 hours per week – 12 months FTC



WORKING RELATIONSHIPS:

Inside Diabetes UK
Nations and Regions, Volunteer Development, Fundraising, Marketing and Communications, Policy, Campaigns and Improvement, Research
Outside Diabetes UK
Journalists, volunteers, media volunteers, Local Groups, suppliers, other voluntary organisations, government agencies, NHS organisations including Clinical Commissioning Groups, Public Health.

OVERALL PURPOSE OF THE JOB

To help us achieve a revolution in understanding and support through use of the media. Promote the work of Diabetes UK, raise awareness of diabetes among the public and providers of healthcare services, and influence improvements in services for people with diabetes across the North of England through excellent targeted media activity, both proactive and reactive, as well as other communications interventions.

MAIN DUTIES AND RESPONSIBILITIES:

- Develop and deliver proactive media activities to raise the profile of Diabetes UK in all relevant regional broadcast, print, online and social media.
- Develop and deliver strategic communications plans to support team and organisational objectives
- Work closely with relevant teams and volunteers to identify opportunities and provide advice and support to ensure excellent regional media coverage and awareness of national, regional and local campaigns, priority impact areas and key messages.
- Ensure the voice of people affected by diabetes is heard throughout media and other communications activity.
- Analyse and translate complex information or issues into outstanding press releases, statements and features.
- Contribute creative ideas to generate content for news stories and features.
- Act as first line of response to regional media enquiries.
- Build and maintain relationships with relevant media contacts and other external stakeholders to inform and strengthen Diabetes UK's media activity and profile.
- Record and communicate regional media activity and good practice internally, in particular to the Central Office Media Relations Team, to maximise opportunities and improve quality.
- Develop Q&As and brief regional spokespeople to ensure Diabetes UK key messages are effectively and coherently delivered in all media interviews.
- Represent Diabetes UK to external stakeholders and organisations, including fulfilling public speaking engagements where necessary.
- Promote Diabetes UK events and meetings, and attend them as required, which may necessitate out-of-hours working.
- Undertake other tasks necessary to achieve the overall communications objectives of Diabetes UK as requested by the Head of the North of England or central media relations team.

PERSON SPECIFICATION:

The best person for this job will have the following skills:

- Have an organised and planned approach to work
- Communicate confidently with internal and external audiences on complex subjects
- Think creatively and problem-solve.
- Work in a team and independently
- Work under pressure to a high standard and high level of accuracy

The best person for this job will have the following experience and qualifications:

- Developing, delivering and evaluating communication projects.
- Working in communications/media relations/PR/Journalism, preferably regional.
- Using the media as a regional/local campaign tool to influence service improvement and to improve the lives of people living with diabetes.
- A keen news sense and excellent knowledge of the media landscape.
- Writing, editing and proofreading news releases, articles, statements, briefings and other communications content to the highest standard.
- Developing, maintaining and influencing relationships with journalists, stakeholders and staff at all levels.
- Communicating verbally to a high standard in order to sell in media stories, present to groups and providing training of basic media skills to volunteers, Local Groups and staff.
- Carrying out communications projects across all disciplines including marketing, digital, print and events.
- Using content management systems to upload and maintain content on webpages.
- Using IT packages, media databases and tools.
- Working with or within the health and/or voluntary/charity sector
- A good knowledge of diabetes.

The best person for this job will be:

- Effective communicator
- Collaborative team worker
- Enthusiastic
- Creative
- Organised
- Able to work out-of-hours when required.