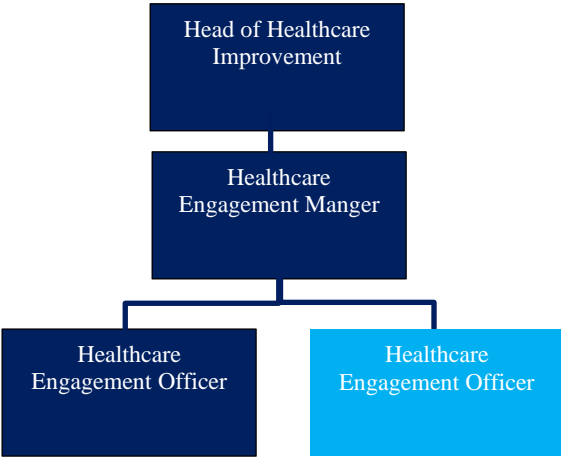


Healthcare Engagement Officer

DIRECTORATE:	Policy, Campaigns and Improvement
TEAM:	Healthcare Improvement Team
REPORTING TO:	Healthcare Engagement Manager
CONTRACT:	Permanent



WORKING RELATIONSHIPS:

Inside Diabetes UK
Healthcare Improvement, national, regional, policy, campaigns and mobilisation, Council of Healthcare Professionals, events, research, finance, digital, improving care managers, fundraising, content and brand, digital and communications teams.
Outside Diabetes UK
NHS staff, professional bodies (e.g. Royal College of General Practitioners), Clinical education providers, Primary Care Diabetes Society (PCDS), Clinical Commissioning Groups, , service managers, practice managers, network managers, conference organisers, IT providers, Public Health England, NHS Trusts, NHS organisations in Scotland, Wales and Northern Ireland, professional bodies and interest groups, royal colleges, faith and community organisations, consultancies, industry specialists, funders (corporate, statutory, major donors), academics, evaluators and researchers.

OVERALL PURPOSE OF THE JOB

The Healthcare Improvement Team forms a vital part of our commitment to transform diabetes care. The goal of the team is to help the NHS across the UK unlock its potential for improvement to ensure more people get the quality of care they need to manage their diabetes well. The Healthcare Engagement Officer (HEO) will play a key part in ensuring the Healthcare Improvement Team and Diabetes UK achieves this goal by effectively engaging with, be informed by, and influencing the many thousands of professionals who deliver care to people with diabetes. The HEO will create a strong training offer for HCPs and build strong relationships and communication channels with varied professional groups to help amplify the voices of HCPs and facilitate in sharing best practice.

Diabetes UK is a trusted source of information for HCPs and the engagement section of the Healthcare Improvement Team leads on the delivery of targeted, high quality communications. We amplify the voice of HCPs through the management of our professional social media platforms, and by establishing strong working relationships with our network of professional groups facilitating the sharing of best practice amongst HCPs.

To ensure the authenticity of our work, the engagement section gathers insight from HCPs and BAME groups to guarantee the opinions of HCPs inform all aspects of our work. The HEO will manage our presence at national conferences and events and book speaking slots and as part of our education offer will provide diabetes awareness training to HCPs and support the delivery of an online education platform to enable more people to get the quality of care they need to manage their diabetes well.

MAIN DUTIES AND RESPONSIBILITIES:

As part of the healthcare engagement section of the Healthcare Improvement Team:

- Work closely with the Healthcare Engagement Manager and the other Healthcare Engagement Officer achieve our vision. Play a key role within the Healthcare Improvement team, working closely with other members of the wider team in order to support our strategic goals and ambitions.
- To identify, and understand the needs of different NHS professionals, including their current and emerging challenges, and using this understanding to provide strong solutions and support .
- To support around the education and upskilling of NHS staff by refining our training offer, mobilising training courses through partnerships with relevant and appropriate training providers. This includes delivering presentations to professionals on the Diabetes UKs offer
- To lead on the development of products and services, including establishing effective partnerships that increase impact
- To act as lead and advocate for our key resources including [information prescriptions](#) (both internally and externally), leading on their management, handling day to day queries and supporting greater uptake across NHS professionals
- Strengthen the Diabetes UK brand name, and raise awareness through our promotion as a reputable source of resources, toolkits and a clinical training provider
- Embrace the 'new normal' and explore the opportunities that this has provided us with, focusing on new ways to engage with HCPs digitally.

Maintaining engagement and communications:

- Working closely with the other HEO to refine, manage and update our content, on the Professional Diabetes UK webpages, social media platforms, our monthly e-newsletters, and Diabetes Update (Diabetes UK magazine for HCPs) using relevant email marketing software and social media management platforms where appropriate to attract and meet the needs of different NHS professionals. Reviewing, and reacting to analytical data to inform future content.
- Strengthen pathways with commissioners and other health and social care organisations externally as well as with relevant teams internally. Coordinate collaborative events that will engage both NHS staff, communities and people with/or affected by Diabetes.
- To identify and deliver new ways of effectively communicating and reaching out to professionals. This includes reaching the disengaged and BAME groups.

Manage the relationship between our core associated Professional Groups (such as CHP, PCDS, ABCD, Clinical Network group and YDEF) and Diabetes UK:

- Lead on communication to the groups, and the planning and set up of relevant meetings, including room and presentation preparation, minute taking and dissemination
- Support the Healthcare Engagement Manager (HEM) and the wider organisation to strengthen the way we utilise the skills of the professionals groups
- Support the recruitment of relevant professional groups as and when required, ensuring all aspects of the process are carried out in a timely and accurate fashion

Diabetes UK Professional Conference (DUKPC):

- Project manage, promote and run recruitment for the DUKPC Organising Committee and provide all administrative support for the meetings
- Support the HEM to develop the main DUKPC stand, working closely with the events team in making sure it's developed in a manner that will create effective engagement by professionals
- Project manage, promote and run the nomination and election process for the DUKPC Named Lectures and awards

Professional events and conferences:

- Support the HEM to refine the conferences and events we support, endorse and attend, negotiating high profile speaking slots at, of which sometimes the HEO will present
- Coordinate the logistics for conference attendance, including the materials for external events, liaising with couriers, liaising with conference organisers and acquiring contra-agreements where appropriate

PERSON SPECIFICATION:

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

- Demonstrate attention to detail and very good organisational skills when planning work
- Demonstrate excellent IT skills including good working knowledge of MS office skills & database management, experience of web updates and/or running professional social media platforms is desirable
- Demonstrate excellent verbal and written communication skills, including excellent interpersonal skills and the ability to manage relationships with internal and external senior audiences with fluency and confidence
- Make informed decisions and take accountability for their impact.
- Be responsible for identifying and suggesting improvements to the delivery in the team.

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

- Experience of working with the NHS, healthcare professionals and/or the third sector.
- Understanding the opportunities and challenges facing professionals when improving healthcare.
- Experience of engaging and influencing professionals at different levels.
- Working under pressure and simultaneously managing a number of different projects and workloads
- Be resourceful (including being able to confidently process financial transactions and manage budgets) and efficient whilst complying with company policies
- Must be adaptable to change, keeping things simple and knowing how and when to adjust to ensure they are meeting the requirements of the organisation
- Be responsible for reviewing our approach as a team, being able to challenge the status quo and suggest alternative approaches effectively where needed, as well as being open to new suggestions and ideas from others

The best person for this job will be:

- Enthusiastic, positive and driven with a can-do and solution-focused approach
- Proactive in seeking out opportunities for self and the wider team, as well as knowing when to ask for help when needed
- Supportive and engaging with team members, sharing key knowledge and learnings with others where appropriate, and building strong relationships built on trust, respect and honesty
- Be a great motivator whilst being able to persuade and influence others positively
- An excellent communicator, adapting messages to tailor the audience and able to work with a range of stake holders both internally and externally at a variety of levels
- Willing to undertake travel within the UK, requiring work outside of normal office hours and on weekends (minimum of 15 occasions per year, flexitime available), when it is safe to do so.