
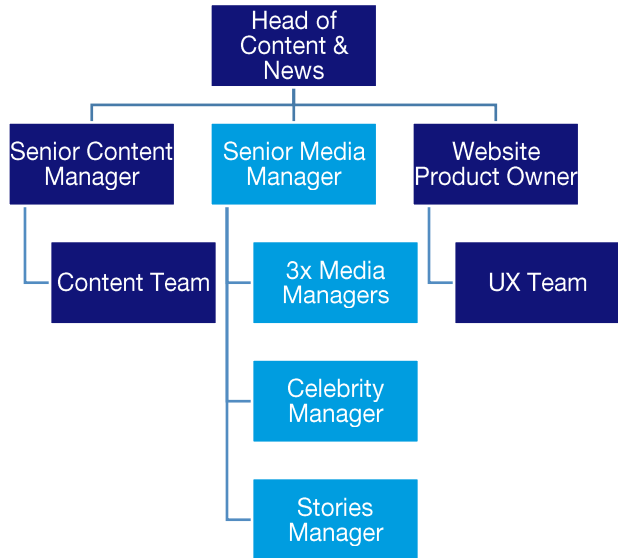


<p>Job Title Senior Media Manager</p>	<p>Directorate and team This role sits in the Marketing & Communications Department (Content & News Team) in the Engagement & Fundraising Directorate</p>
<p>Key focus of the role The Senior Media Manager is responsible for delivering against the media strategy that supports our ambitious strategic goals. In addition to setting our strategic direction, the Senior Media Manager leads our UK-wide media activity, and ensures delivery against key objectives and KPIs.</p> <p>Overseeing a diverse, wide-ranging portfolio of projects, and the expert media team responsible for delivering them, the Senior Media Manager leads on, creative media campaigns that ensure key diabetes issues receive standout and sustained media coverage across print, broadcast and digital news outlets.</p> <p>This role plays a critical role in managing the reputation of the charity, advising colleagues at every level and across multiple functional responsibilities to provide experience and solid judgement – preparing crisis communications plans as and when needed.</p>	<p>Department</p>  <pre> graph TD A[Marketing & Communications] --> B[Brand & Creative] A --> C[Content & News] A --> D[Strategic Marketing] </pre> <p>Job and reporting Line</p>  <pre> graph TD A[Head of Content & News] --> B[Senior Content Manager] A --> C[Senior Media Manager] A --> D[Website Product Owner] B --> E[Content Team] C --> F[3x Media Managers] C --> G[Celebrity Manager] C --> H[Stories Manager] D --> I[UX Team] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Develop and deliver an ambitious strategy to achieve the charity’s objectives, effectively positioning Diabetes UK via the media. Play a key role in developing and implementing whole-organisation strategic campaigns, and the development and delivery of comprehensive media and PR strategies to support these campaigns. Oversee our relationships with key celebrity ambassadors and influencers to maximise reach, support fundraising and deliver against impact objectives. Oversee our approach to working with case studies, and of using real-life stories to effectively deliver against our reach and impact objectives. 	

<p>Contractual information</p> <ul style="list-style-type: none">Contract type: PermanentHours: 35 (full-time with some out of hours work required)Pay range: Band 4	
<p>Key working relationships internal</p> <p>Executive Team; Engagement and Fundraising Directorate; Regional and National Offices; Policy and Care Improvement Directorate; Research Directorate; and Operations Directorate</p>	
<p>Key working relationships external</p> <p>Journalists, volunteers, media volunteers, suppliers, other voluntary, Governmental and NHS organisations</p>	

All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

Key activities – What you need to do

Communicating with others	Building external relations	Making decisions	Making change happen
<ol style="list-style-type: none"> 1. Play a key role in developing and delivering whole-organisation strategic campaigns, and the development and delivery of comprehensive media and PR strategies across the UK. 2. Act as strategic counsel to senior Diabetes UK staff on all media related issues including crisis communications and reputational management. 3. Oversee the training of all media spokespeople across the organisation. 4. Working with Heads of Teams, promote cutting edge multi-channel initiatives including developing media partnerships with digital news, consumer and B2B information providers. 	<ol style="list-style-type: none"> 5. Play a lead role on the organisation and social media reputation and risk management, and supporting the customer care centre and other externally-facing teams to maintain the charity's good reputation. 6. Represent, as required, the organisation and department at a senior level, both internally and externally. 7. Lead the development of relationships with key celebrity ambassadors and influencers to maximise reach, support fundraising and deliver against impact objectives. 8. Oversee our approach to working with case studies, and of using real-life stories to effectively deliver against our reach and impact objectives. 	<ol style="list-style-type: none"> 9. Provide inspiring and effective leadership and management to a multi-disciplinary team, to meet agreed strategic objectives. 10. Oversee project management including budgeting, commissioning and managing external service providers. Day-to-day management of the Media Team budget. 11. Hold accountability for our Storyteller and Celebrity databases, making decisions about development work on this systems to ensure users are making the most of them. 	<ol style="list-style-type: none"> 12. Monitor and evaluate the impact of media work, and reporting this back internally and to Trustees. 13. Contribute to income generation by using traditional and digital media to inspire the public and private/institutional donors to support and give to the organisation. 14. Demonstrate a working understanding of media law, and the legislative frameworks that underpin charity operations and work with storytellers, including GDPR.

Skills, knowledge, experience and behaviours – How you need to do it

Collaborate with colleagues	Making decisions	Communicating with others	Building external relationships
<ol style="list-style-type: none"> 1. Communicate with exceptional professionalism at all times, and with the ability to write to a journalistic standard for a range of audiences. 2. Act with integrity and gravitas, and be able to quickly gain the trust, confidence and respect of others. 3. Work in partnership to achieve overall business success through collaboration. 4. Uphold organisational values and mission, including valuing others and working with them in order to achieve high standards of success. 	<ol style="list-style-type: none"> 5. Demonstrate strong management and leadership skills, including motivating developing and supporting others, decision-making, with the capacity to make informed judgements and take responsibility for outcomes. 6. Think and plan strategically 7. Think innovatively and creatively to deliver results. 	<ol style="list-style-type: none"> 8. Demonstrate excellent news sense and evidence of creative approaches to media and PR that deliver results and shift opinion and perception 9. Demonstrate a high level of empowerment skills by taking control and exercising leadership. 10. Demonstrate ability to advise senior colleagues in sensitive and pressurised crisis communications areas. 	<ol style="list-style-type: none"> 11. Demonstrate excellent relationships with journalists and opinion formers, and support the team in building them. 12. Effectively interact with others using excellent negotiation and influencing skills to develop good working relationships and achieve results with internal and external contacts at senior levels.

Qualifications – Qualifications you need to carry out this role

Desirable: recognised communications qualification e.g. CIPR certificate, NCTJ-accredited journalistic qualification, or level 4 Public Relations apprenticeship, or evidence of continued professional development within roles.