

Job Title

Diabetes Stories Officer

Key focus of the role

The Diabetes Stories Officer is responsible for supporting excellence in storytelling across Diabetes UK. They do this primarily in two ways:

- 1) Supporting the Stories Manager in delivering against a cross-team, multi-channel storytelling plan that supports our key projects.
- 2) Assisting with the roll-out of the processes and systems that support storytelling across the organisation in a way that is person-centred, respectful and rewarding.

You'll be a part of our small but brilliant stories team, which is responsible for spotting great human interest stories about diabetes, its treatment and management, and turning them into powerful case studies that demonstrate our impact, and enhance content across our owned and earned communications channels.

Your ideas and expertise will support our mission to provide high profile content that drives awareness, engagement and conversion, that promotes the work of Diabetes UK and that gives a voice to people living with and affected by diabetes.

Willing to work flexibly and outside of normal office hours and weekends and be able to travel across Greater London and the wider UK.

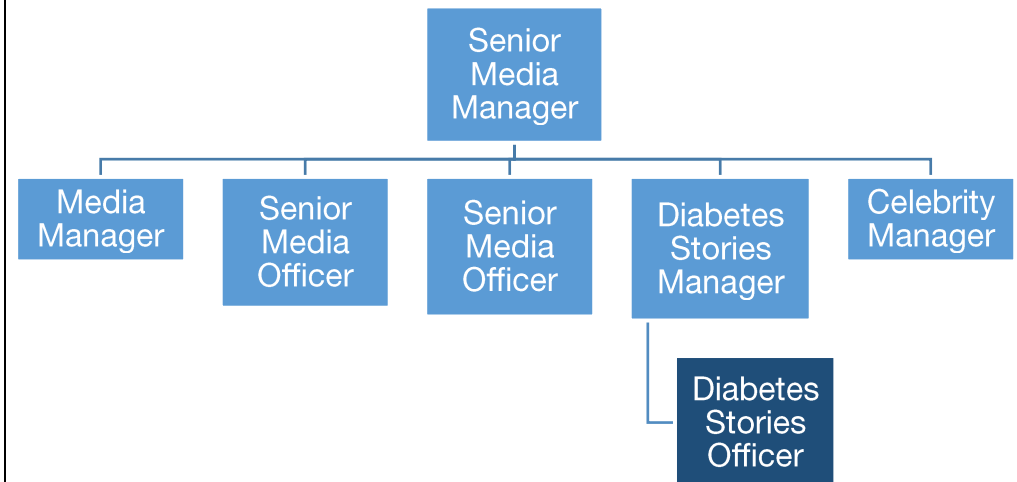
Directorate and team

This role sits in the **Content & News Team** in the **Engagement & Fundraising Directorate**

Department



Job and reporting Line



Key deliverables

- Assist in the delivery of a consistent and powerful approach to telling real-life stories through copy, images and videos.
- Manage the use of the Diabetes UK Stories Management System, and support the roll out of the processes that support this system, ensuring that consent, safeguarding and risk assessment processes are followed consistently across Diabetes UK.
- Support the Stories Manager in delivering a stories strategy.
- Help with the delivery of a yearly storytelling plan for Diabetes UK to support the overall strategic priorities of the organisation; increase the size and diversity of our pool of storytellers, and enhance key organisational moments across all areas of our charitable work.

Contractual information

- **Contract type:** Permanent
- **Hours:** 35 (full-time)
- **Pay range:** Band 6

Key working relationships internal

All directorates and teams across Diabetes UK, online and offline content managers and producers, governance committees and Diabetes UK volunteers.

Key working relationships external

Diabetes UK end users, digital visitors, bloggers, Diabetes UK members, supporters, volunteers and voluntary groups, members of the general public, healthcare professionals, suppliers, freelancers, creative and digital agencies, and health-related charities and organisations.

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	Improving Delivery	Collaborating with colleagues	Building External Relationships
<ol style="list-style-type: none"> 1. Support the Stories Manager in the delivery of an integrated stories strategy for Diabetes UK, across digital, print and media channels. 2. Support the delivery of a consistent, powerful approach to telling real-life stories through copy, images and videos. 3. Support the wider Marketing and Communications team in delivering impactful story content for key organisational moments such as Diabetes Week and World Diabetes Day, and key fundraising activity. 4. Provide regular updates on story data and insights in the spirit of 'test & learn' to showcase what works and learn from what doesn't. 	<ol style="list-style-type: none"> 5. Assist the Stories Manager in reviewing the use of the Diabetes UK Stories Management System, and own the processes that support this system, ensuring that consent, safeguarding and risk assessment processes are followed consistently across Diabetes UK. 6. Regularly review and evaluate the impact of diabetes stories across online and offline channels. 7. Oversee the curation and commissioning of visual assets linked to each diabetes story, including videos and images for use on our website and appropriate social channels, ensuring robust consent, release and risk assessment processes are followed. 	<ol style="list-style-type: none"> 8. Work collaboratively across teams to create the most appropriate content assets that help to tell stories in copy and visual formats in a range of online and offline channels. 9. Establish best practice around real-life story telling, and ensure this best practice is used across the organisation to ensure consistency and excellence in storytelling, and a positive experience for all our story tellers. 10. Support the Media Team with external and reactive story requests. 11. Support teams in telling real-life stories that support our key charitable activities including fundraising, research, clinical and volunteering. 	<ol style="list-style-type: none"> 12. Interview and write up new stories for use on our owned and earned channels. 13. Build and maintain relationships with the people behind the individual stories to ensure they feel valued and clear about how their personal stories are being used. 14. Identifying new sources of stories, making approaches to groups and individuals, and developing new content through these relationships.

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

Communicating with others	Improving Delivery	Collaborating with colleagues	Building External Relationships
<ol style="list-style-type: none"> 1. Using excellent written communication skills to write sharp, engaging copy for a variety of audiences, with strong attention to grammar, punctuation and accuracy of health related content. 2. Being organised and paying close attention to detail and accuracy. 3. Understanding the requirements essential to multi-channel content creation and repurposing. 4. Continuously showing commitment to producing quality work, with an eye for detail. 	<ol style="list-style-type: none"> 5. Supporting uptake of the processes in place, encouraging uptake across an organisation. 6. Gathering insights and evaluating impact to constantly test and learn what works and what doesn't. 7. Well-organised, proactive and able to prioritise own work. 8. Working under pressure to meet deadlines. And the ability to work out of normal working hours to meet the needs of storytellers. 	<ol style="list-style-type: none"> 9. Working collaborately with individuals and teams at all levels of the charity to inspire and influence effective & responsible storytelling. 10. Being a committed team player who's thinking of the bigger picture. 11. Understanding of reputational, legal, GDPR, consent and safeguarding risks involved with storytelling, how to mitigate against these risks and champion their use across the charity. 12. Project management, including time planning and management. 	<ol style="list-style-type: none"> 13. Develop positive relationships with stakeholders within and outside Diabetes UK, being engaging, and with strong interpersonal skills. 14. Being able to spot, and tell a good story, and being able to help other people do the same.

Qualifications – Qualifications you need to carry out this role

Desirable (not essential): Recognised communications, journalist or content qualification