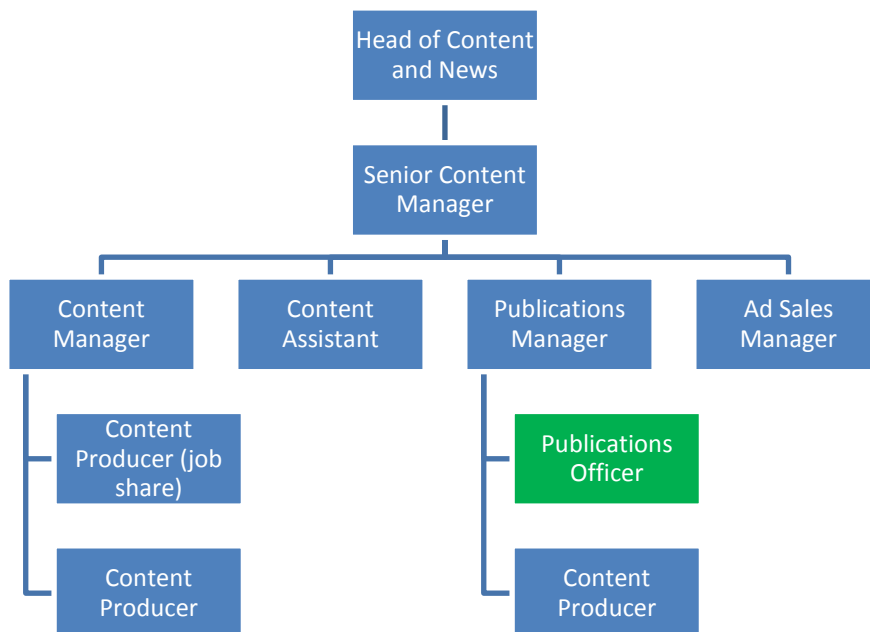


Publications Officer

DIRECTORATE:	Engagement and Fundraising
TEAM:	Content & News
REPORTING TO:	Publications Manager
CONTRACT:	Permanent

WORKING RELATIONSHIPS:



Inside Diabetes UK
<i>Content team, Brand and Creative, Clinical, Type 1 team, Strategic Marketing, Press.</i>
Outside Diabetes UK
Content marketing agencies, copywriters, editors, photographers, health-related charities, people with diabetes and their family and friends.

OVERALL PURPOSE OF THE JOB

The Publications Officer role is pivotal in supporting the development and delivery of Diabetes UK’s portfolio of printed health information guides, leaflets and flagship subscription magazines to better promote the seriousness of diabetes, help more people manage their condition and encourage a wider range of supporters to get involved or contribute to the cause.

The focus of the role is to produce audience-first content across our printed publications and occasionally our online content. The Publications Officer will ensure that content created is reflective of our brand and tone of voice. The individual will also provide support and guidance on content to other teams around the organisation, leading by example and sharing best practice.

MAIN DUTIES AND RESPONSIBILITIES:

- Conceive, edit, develop and produce new content as well as update existing content, in line with priority areas of work and organisational strategic objectives.
- Plan, research, project manage, write, produce, edit and proof content across a range of outputs, including but not limited to print and online information resources.
- Support the Publications Manager with commissioning and producing engaging content. This includes full project management, from brief to delivery, including writing briefs, reviewing responses, managing internal stakeholders' requirements and approvals, ensuring the delivery of content on time and within agreed budgets.
- Take editorial responsibility for My Life magazine and developing mini versions of the magazine by developing the content, working with freelance designers and managing the production of the magazine.
- Assist in the writing, planning and development of Balance and Update magazines.
- Repurpose content online where appropriate, using a Content Management System to create and update web pages.
- Champion user involvement by getting user feedback and maintaining relationships with people with diabetes to ensure that resources reflect their needs.
- Support the Publications Manager in overseeing print schedules, stock levels and reprints, working closely with the printers and warehouse.
- Provide professional expertise and guidance across the organisation and raising the skillset and experience of colleagues in understanding best practice editorial output.
- Keep up-to-date on the latest content and publishing developments.

PERSON SPECIFICATION:

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

- Excellent written and spoken communication skills and an ability to communicate complex health messages to a non-scientific audience in an engaging and sensitive way
- Ability to tailor content for different audiences
- Ability to be well organised and work on a variety of projects at the same time, often to tight deadlines
- Commitment to producing quality work with an eye for detail
- Use knowledge of industry best-practice, including content delivery standards, accessibility and usability.

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

- Writing or editing information, preferably in relation to health; ensuring content is of a high standard and meets brand guidelines
- Project managing projects successfully from conception to final product within allocated timescales and budget
- Setting deadlines and working to busy schedules, in a fast-paced environment
- Using the Microsoft Office suite and other organisational tools
- Producing content for the web and using content management systems (desirable).

The best person for this job will be:

- An excellent writer, editor and proof-reader, with meticulous attention to detail
- Exceptionally organised with excellent time management
- Strong organisational and communication skills
- Process-driven and able to work under pressure
- Proactive and able to prioritise own work
- Creative, solution-focused and able to think outside the box
- Enthusiastic and willing to learn new skills

- A team player, with the ability to work with colleagues across the organisation
- Passionate about making a difference to the lives of people living with diabetes, so that they have the information and support they need, and helping to improve their long-term health outcomes.