

<p>Job Title Resources and Communications Coordination Manager – <i>Our Lives, Our Choices, Our Voices</i></p>	<p>Directorate and team This role sits in the Services team in the Operations directorate</p>
<p>Key focus of the role To have overall oversight and coordinate the development of a programme-wide strategic plan for communications and resources, developed by children and young people across the 4 nations for children and young people living with type 1 diabetes. The programme wide plan will be developed through consultation and involvement of each group of leaders in the nations and regions. You will work across regional, national and UK-wide teams, ensuring that messaging and resources reflect diversity of experience and need while remaining aligned to central programme objectives. You will ensure this is regularly reviewed and updated. You will ensure that the voices of children and younger people are at the centre of everything that we do, and support the aims of the programme to influence change for the better. You will collaborate across the charity and externally to deliver the highest quality resources, with sustainable plans to reach and engage our target audiences for years to come.</p>	<p>Department</p> <pre> graph TD Director[Director of Operations] --> Volunteering[Volunteering] Director --> Local[Local impact] Director --> Services[Services] Local -.-> OurLives[Our Lives, Our Choices, Our Voices] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> ▪ A programme-wide communications plan, building on work in regions and nations, that maximises our engagement and impact across the UK. ▪ Effective support and oversight of co-creation processes with children and young people ▪ A sustainable suite of up to date and accessible UK wide digital resources ▪ Strong working relationships with internal and external stakeholders that strengthen the programmes's reach and profile. 	<p>Job and reporting Line</p> <pre> graph TD Head[Head of Type 1 Services] --> Programme[Programme Coordinator] Head --> Digital[Digital Resources & Communications Coordination Manager] Head --> Peer[Peer support Manager] Head -.-> Youth[Youth Workers & Coordinators] </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> ▪ Contract type: Permanent (five year funding) ▪ Hours: 35 hours per week (full-time) ▪ Pay range: band 5 	
<p>Key working relationships internal Type 1 services teams, Youth coordinators and youth workers, Content and Creative teams, Digital, Strategic Marketing, HCP engagement, regional/national comms teams, Research team</p>	

Key working relationships external

Children & young people living with type 1 diabetes, healthcare professionals and networks, diabetes charities and websites/networks

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

Setting & Delivering Strategy & Objectives	Improving delivery	Collaborating with colleagues	Managing resources
<p>1. Oversee development of a programme-wide plan for digital resources and communications across the programme, working closely with colleagues in regions and nations.</p> <p>2. Develop and manage a programme-wide communications schedule, coordinating with functions in central and regional/national structures to align objectives and plans.</p> <p>3. Champion the use of creative methods to capture direct, first person experiences of living with type 1 diabetes, to enhance programme communications.</p>	<p>4. Lead on identifying priorities for development of digital resources, assessing our existing offer alongside external resources and against the needs of children and young people.</p> <p>5. Support colleagues to consistently deliver best practice in co-production, so that our communications and resources are authentically for and by children and young people.</p> <p>6. Provide insight & advice to colleagues on communications tactics and platforms to reach and engage more children and young people living with type 1 diabetes.</p>	<p>7. Facilitate collaboration across the programme team to enhance the effectiveness of communications activity at regional, national and UK-wide levels.</p> <p>8. Build relationships and support across the charity to create high quality and impactful messaging and resources, and to employ tactics and channels that will maximise reach and engagement with our target audiences.</p> <p>9. Coordinate resource development and communications activity to reach and support more people at diagnosis, in collaboration with internal and external partners.</p>	<p>10. Ensure case study content and consent records are logged in a timely, retrievable and legally compliant manner as part of Diabetes UK's story management system.</p> <p>11. Set and monitor budgets for content and communications activity within the overall programme budget, raising any risks or issues with the Head.</p> <p>12. Ensure that data collection across communications activity contributes to agreed programme KPIs, and that the voices of children and young people are clearly heard through programme evaluation.</p>

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

Communicating with others	Managing resources	Managing & Developing self	Improving delivery
<p>1. Bring expertise acquired through experience of targeting, reaching and engaging young people through digital channels and resources.</p> <p>2. Demonstrate an awareness of, diversity in target audiences, and a commitment to tackle inequalities in reaching and engaging with children, young people and families.</p> <p>3. Engage confidently with external stakeholders (charities, networks, websites) to build collaboration and partnership in pursuit of common goals and objectives.</p>	<p>4. Apply strong organisational and project management skills to delivery of your objectives as well as to the coordination of activity in multiple geographies.</p> <p>5. Demonstrate awareness of the complexities of working in matrix teams, with competing demands on internal capacity.</p> <p>6. Tactfully balance the needs and interests of children and young people against programme aims to agree communications and priorities for resource development.</p>	<p>7. Manage your time effectively to achieve your own objectives while supporting wider delivery of initiatives for children and young people across the programme.</p> <p>8. Show commitment to building your knowledge of type 1 diabetes and the impacts of the condition on children, young people and their families.</p> <p>9. Maintain a strong understanding of the reputational, legal, GDPR, consent and safeguarding risks involved with media relations and social media, and how to mitigate against these risks.</p>	<p>10. Embody the principles of co-design and co-production, and advocate for meaningful involvement of children and young people across all of programme delivery.</p> <p>11. Demonstrate understanding of copyright legislation in a communications management context, and awareness of regulatory frameworks affecting charity influencing, campaigning and communications.</p> <p>12. Show a good level of understanding of monitoring & evaluation processes, and of data collection (particularly first-person and qualitative data) for reporting purposes.</p>

Qualifications – Qualifications you need to carry out this role

n/a