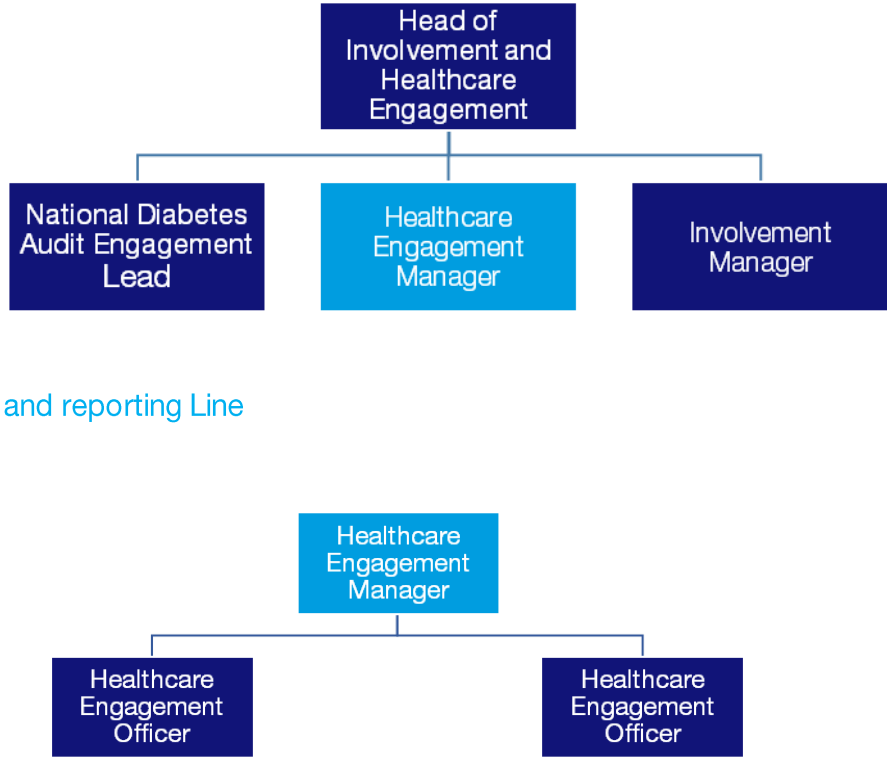


<p>Job Title: Healthcare Engagement Manager</p>	<p>Directorate and team This role sits in the Involvement and Healthcare Engagement team in the Policy, Campaigns and Improvement Directorate</p>  <pre> graph TD A[Head of Involvement and Healthcare Engagement] --> B[National Diabetes Audit Engagement Lead] A --> C[Healthcare Engagement Manager] A --> D[Involvement Manager] C --> E[Healthcare Engagement Officer] C --> F[Healthcare Engagement Officer] </pre> <p>Job and reporting Line</p>
<p>Key focus of the role The Healthcare Engagement Manager plays a key role in influencing the transformation of diabetes care and support. You will lead the engagement work with healthcare professionals (HCPs) through the establishment of strong relationships, the delivery of targeted and timely communications, plus a strong programme of relevant events and clinical skills training for HCPs.</p>	
<p>Key deliverables</p> <ul style="list-style-type: none"> • Project manage the development of our new digital learning platform for healthcare professionals, which includes liaising with internal and external stakeholders to promote and integrate assets and information from Diabetes UK website. • Own and continuously improve communication processes, tools and channels, to deliver relevant and high-quality content material to increase and retain professional members. • Embrace the ‘new normal’ and lead exploration into the opportunities that this has provided us with, focusing on new ways to engage with healthcare professionals digitally. • Lead the development and improvement of relationships between our core associated professional groups and Diabetes UK, creating communities that support the sharing of good practice. 	
<p>Contractual information</p> <ul style="list-style-type: none"> ■ Contract type: Permanent ■ Hours: 35 hours per week ■ Band: 5 	
<p>Key working relationships internal Policy, Knowledge and Insight Team, National Teams (in Scotland, Northern Ireland and Wales), Regional Heads and Improving Care Managers, Campaigns Teams, Healthcare Improvement Team, Media Teams, Engagement and Fundraising Teams</p>	

Key working relationships external

NHS staff (e.g. commissioners, managers, healthcare professionals etc), professional conferences, education deliverers, health decision makers, partners (funders, delivery partners, charities), external agencies, professional bodies and interest groups, royal colleges, faith and community organisations, consultancies, industry specialists and funders (corporate, statutory, major donors)

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**).

When applying for this role, focus on the bullet points marked with (S) only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Improving delivery	Communicating with others	Collaborating with Colleagues	Building external relationships
<p>1. Develop our ability to engage with healthcare professionals such as our professional membership offer (S)</p> <p>2. Review our existing ways of working and identify and recommend improvements to these (S)</p> <p>3. Lead exploration into new ways to engage with healthcare professionals digitally, for example, how we can effectively have a presence and share our resources at virtual conferences</p> <p>4. Work with healthcare professionals to disseminate messaging around health inequalities</p>	<p>5. Create and manage high quality communication processes, tools and channels which delivers relevant, targeted and high-quality material for healthcare professionals (S)</p> <p>6. Drive our clinical skills education strategy for healthcare professionals, including reviewing our key resources and medical events calendar.</p>	<p>7. Manage healthcare engagement activity working with relevant project/programme managers, including managing a healthcare engagement community of practice</p> <p>8. Lead work across multiple teams in the organisation to deliver complex projects, for example the development of our new digital learning platform for healthcare professionals (S)</p>	<p>9. Manage communication with partners and senior stakeholders to ensure we maintain strong relationships of trust</p> <p>10. Build, develop and support networks and communities of healthcare professionals and look for opportunities to establish new relationships (S)</p>

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

When applying for this role, focus on the bullet points marked with (S) only. We will use these elements for shortlisting purposes.

Managing and developing others	Communicating with others	Collaborating with Colleagues	Building external relationships
<p>1. Plan, organise and set objectives for a team (S)</p> <p>2. Monitor your team's performance, identifying areas for improvement and supporting them with their professional and personal development. including their wellbeing (S)</p>	<p>3. Demonstrate excellent verbal and written communication skills</p> <p>4. Excellent interpersonal and influencing skills</p> <p>5. Experience of managing relationships with internal and external senior audiences with fluency and confidence (S)</p>	<p>6. Develop relationships with key teams across Diabetes UK, building a shared vision for healthcare engagement that aligns with the strategy outcomes.</p> <p>7. Experience of delivering cross-organisational projects on time and in budget, demonstrating the ability to identify and resolve issues, challenges and barriers (S)</p>	<p>8. Demonstrate a good understanding of healthcare professional culture, the NHS and how changes are affecting healthcare professionals (S)</p> <p>9. Build credibility with healthcare professionals, creating a sense of community and shared purpose amongst the key stakeholders</p>

Qualifications – Qualifications you need to carry out this role

None required