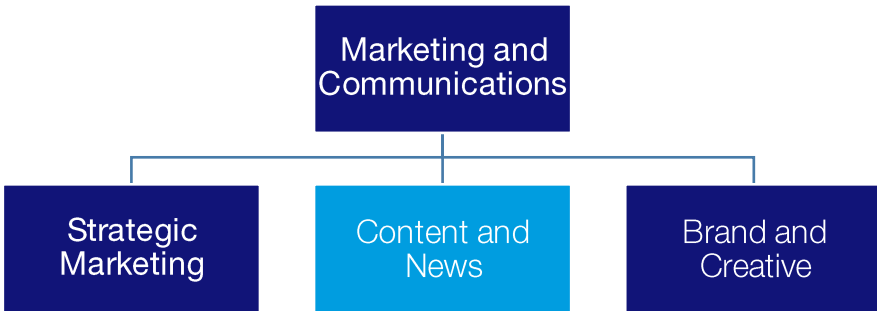
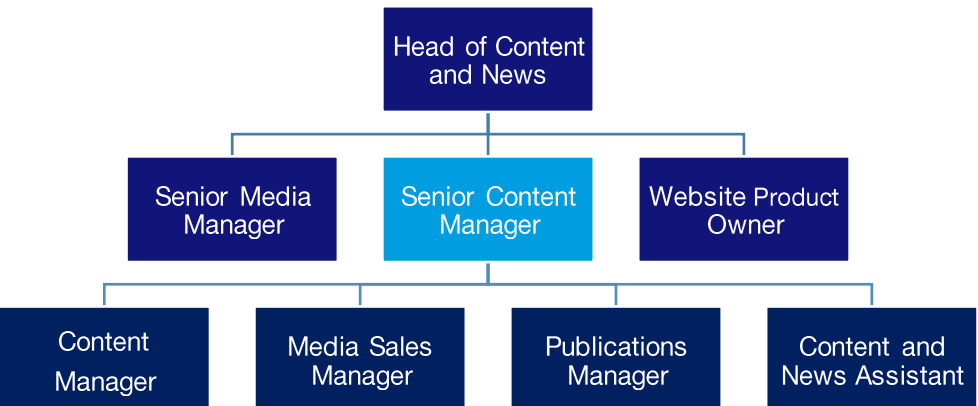


<p>Job Title Senior Content Manager</p>	<p>Directorate and team This role sits in the Content and News Team in the Marketing and Communications section of the Engagement and Fundraising directorate.</p>
<p>Key focus of the role This role will lead and manage the fast-paced and highly skilled Content team. You will be responsible for creating, managing and owning the annual multi-channel content plan, ensuring it delivers against the Content and News strategy, as well as the wider organisational strategy.</p>	<p>Department</p>  <pre> graph TD A[Marketing and Communications] --> B[Strategic Marketing] A --> C[Content and News] A --> D[Brand and Creative] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Support the Head of Content and News to create and implement the Content and News team strategy. Manage and own the annual multi-channel content plan, ensuring it delivers against our strategy. Manage team budgets and financial reporting. Be an expert in content design, including accessibility, readability and usability. 	<p>Job and reporting Line</p>  <pre> graph TD A[Head of Content and News] --> B[Senior Media Manager] A --> C[Senior Content Manager] A --> D[Website Product Owner] C --> E[Content Manager] C --> F[Media Sales Manager] C --> G[Publications Manager] C --> H[Content and News Assistant] </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: Full time Band: 4 	
<p>Key working relationships internal This role will work with most teams in the charity but will need to work closely with marketing and communications colleagues in the Engagement and Fundraising directorate.</p>	
<p>Key working relationships external Content production companies, agencies, freelancers, other charities, and people with and affected by diabetes.</p>	

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

Key activities – What you need to do

Setting and delivering strategy and objectives	Managing resources	Managing and developing others	Collaborating with colleagues
<ol style="list-style-type: none"> 1. Support the Head of Content and News to create and implement the Content and News team strategy. 2. Manage and own the annual multi-channel content plan, ensuring it delivers against the Content and News strategy, as well as the wider organisational strategy. 3. Sit on strategic project groups to help to align various projects and spot opportunities for content. 4. Deputise for the Head of Content and News when required. 	<ol style="list-style-type: none"> 5. Manage team budgets and financial reporting, reforecasting and reviewing of monthly management accounts. 6. Support the Publications Manager to deliver all magazines on time and within budget. 7. Support the Media Sales Manager to reach advertising income targets. 8. Work alongside MarComms senior managers on supplier, external provider and/or agency outsourcing, to ensure a cost-effective and collaborate procurement process. 	<ol style="list-style-type: none"> 9. Lead the teams responsible for delivering offline and online content. 10. Be an expert in critiquing content, leading the team to be experts in content design – including 'best in class' in accessibility, readability and usability – and scaling knowledge across the organisation. 11. Keep up to date on the latest content, digital and publishing developments – role modelling a culture of testing, learning and development within the team. 	<ol style="list-style-type: none"> 12. Work closely with the Senior Media Manager to bring about greater ways of repurposing and sharing valuable content. And look to bring closer ways of working with the News and Content team. 13. Work with team members and content producers around the organisation to drive a culture of content that is co-produced by people with diabetes and their families, and user-generated content is captured and embedded wherever possible and appropriate. 14. Co-manage audience personas with Senior Customer Engagement Manager, driving a customer-centred approach in our content and comms.

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

Making decisions	Making change happen	Communicating with others	Building external relationships
<ol style="list-style-type: none"> 1. Involve team and wider stakeholders in content forward planning, ensuring we're taking a cross-organisational, strategic approach. 2. Use a wide range of insight and data sources to make informed decisions about what content to create and when, ensuring it always adds value and is cost-effective. 3. Drive constant monitoring and evaluation of content activity, ensuring learnings are communicated with colleagues. 4. Make decisions in a timely manner, under pressure and to tight deadlines. 	<ol style="list-style-type: none"> 5. Communicate change clearly and effectively across the team, explaining how the changes will benefit strategic goals and invite questions. 6. Stay up to date with emerging market trends and bring those learnings to the team so we can always improve on our work. 7. Educate and influence key stakeholders around best practice customer-centred content that meets our strategic objectives. 	<ol style="list-style-type: none"> 8. Use excellent verbal and written communications skills to influence staff at all levels across the organisation. 9. Role model our tone of voice and brand principles, ensuring our print and digital content outputs are effective brand vehicles. Give feedback to team on their communications to help them develop. 10. Build internal PR of the content team as an internal, expert content agency. 	<ol style="list-style-type: none"> 11. Develop positive relationships with stakeholders within and outside Diabetes UK to achieve the best possible results through our content offer. 12. Build, leverage and negotiate external relationships that bring in income or add value to our strategic goals. 13. Keep up to date with external competitors and content trends to inform our strategy and direction of work.

Qualifications – Qualifications you need to carry out this role

N/A