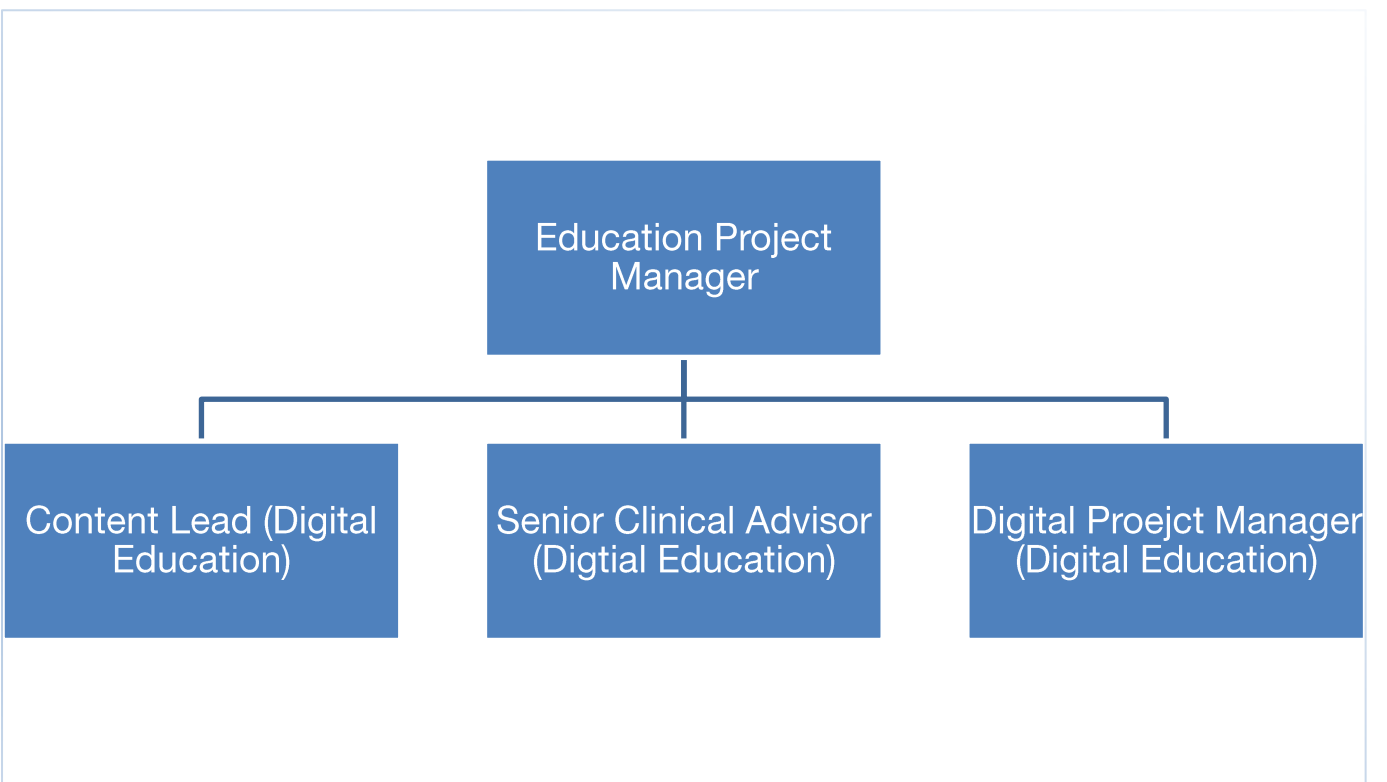


Senior Clinical Advisor (Digital Education)

DIRECTORATE:	Operations
SECTION:	Services
REPORTING TO:	Education Project Manager
CONTRACT:	Permanent



WORKING RELATIONSHIPS:

Inside Diabetes UK
All members of staff, Council of Healthcare Professionals, Council of People with diabetes, volunteer groups.
Outside Diabetes UK
People living with, or at risk of, diabetes, diabetes health care professionals, external agencies such as pharmaceutical, food retail and consumer product organisations, civil servants and government bodies such as NICE, Royal Colleges and other professional bodies and other charities. Creative/digital agencies and academies.

The Digital Education Team is currently developing an online, personalised e-learning and behaviour change platform: Learning Zone. It lives on the Diabetes UK website behind Login, and features User-targeted educational content with practical “app” tools. We aim to help people better understand their diabetes. This may include adapting some aspects of their diet and lifestyle, and knowing how to protect themselves against preventable complications. An important driver is the need to empower people living with Diabetes to self-manage their condition and lead a healthier life.

The Learning Zone aims to aid knowledge acquisition and skills but also facilitate improvements in self-care and help individuals embark on behaviour change activities and sustain them. Content development is informed by behaviour change and education theory and is supported by a strong evaluation framework with a range of feedback mechanisms to rigorously assess the performance of the content and its impact for users.

OVERALL PURPOSE OF THE JOB

The Digital Education Team works closely with all teams across the charity to deliver a digital education strategy to improve the lives of those living with diabetes. The post holder will manage the development of the digital learning service’s behaviour change and education theory framework. You will ensure online education content is co-produced with users and is clinically accurate, engaging and simple. You will produce core education scripts and work with the team to produce education content that is clinically relevant, effective, flexible and accessible.

MAIN DUTIES AND RESPONSIBILITIES:

- Develop and produce core education content scripts. Work collaboratively with the Digital Education Team, learning designers, copywriters and content producers to deliver high quality health education content
- Lead on the clinical personalisation of content and ensure content meets clinical guidelines of diabetes management
- Lead on the service’s co-production strategy. Ensure that all content is co-produced and co-designed, detailed and clinically personalised for a wide range of audiences. Deliver insight and storyboarding workshops with users
- Deliver clinical presentation duties in film work for education content and represent the charity in television and radio media interviews
- Take responsibility for designated work streams within the education strategy, and assist in review and development of sections of budget and business plans with a focus on these work streams.
- Lead on internal communications of the digital education service across the charity
- Support the clinical team across all projects including, but not limited to, duty advising (support to internal and external stakeholders on clinical diabetes issues), identifying and writing articles for print and digital platforms as well as acting as an internal point of contact between clinical and other teams in the organisation (approx. 10% of workload).
- Keep abreast of national and international developments in diabetes care, behaviour change and digital education and ensure continued professional development. Gather intelligence and horizon scan by being a part of relevant diabetes and digital networks and attending conferences and knowledge sharing events.
- Effectively build and maintain excellent internal relationships with key colleagues in directorates across the charity (e.g. Engagement and Fundraising, Operations, Policy Campaigns and Improvement and teams in the Nations and regions) to achieve clinical outputs in line with education strategy goals.
- Willingness to travel throughout the UK and work flexibly to meet the needs of the charity

PERSON SPECIFICATION:

The best person for this job will be able to:

- Demonstrate two years or more post-registration clinical experience.
- Identify gaps and propose new ways to improve digital services
- Understand digital/web layouts
- Demonstrate work or a passion for how behaviour change interventions can assist people through digital platforms
- Understand diabetes care and have knowledge of the NHS
- Undertake work with effective time management and prioritisation skills with the ability to work calmly under pressure and tight deadlines
- Communicate effectively with a wide range of people, with excellent presentation and writing skills
- Deliver oral presentations to HCPs or patients in workshops or at conferences

The best person for this job will have experience in:

- Writing health content or conveying information to patients of different skill/education levels.
- Working with multi-disciplinary teams/ multiple stakeholders
- Supporting self-management education in people with long term conditions
- Independent clinical decision making and prioritisation skills
- Working in diabetes specialist services (desirable)
- Group facilitation or delivering patient education sessions (desirable)
- Working in digital or online education (desirable)
- Participated in film work or acted as a spokesperson (desirable)

The best person for this job will be:

- A registered Healthcare Professional with current state registration and evidence of continued professional development, ideally with post registration courses in diabetes areas
- Innovative and flexible with content production to meet needs of project and co-producers
- Creative and forward-thinking in approach to solutions
- Consistent with high attention to detail
- A good team player with the ability to work well using own initiative
- Pro-active with a can-do attitude
- Proficient in MS- Word, Excel, Powerpoint and Outlook
- Willing to travel throughout the UK and work flexibly to meet the needs of the charity
- A Diabetes Self-Management Educator (DSME) (desirable)
- Knowledgeable in basics of Learning and Content Management Systems technology (desirable)

