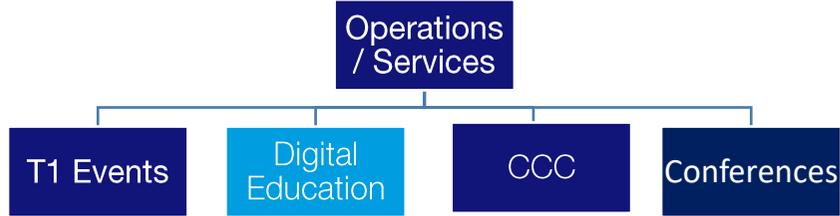
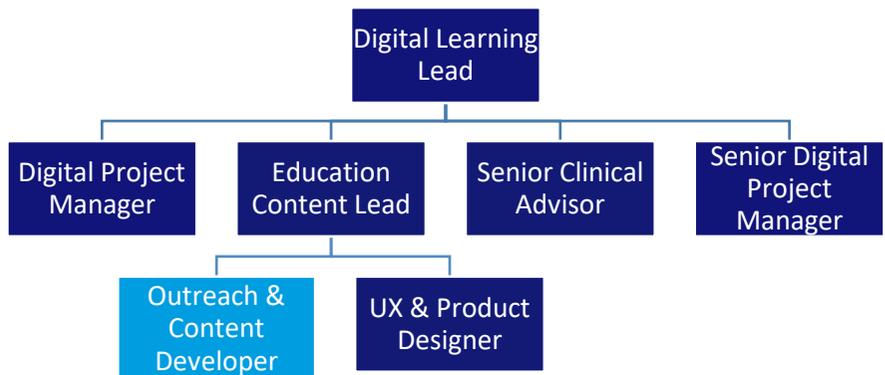


<p>Job Title Outreach and Content Developer</p>	<p>Directorate and team This role sits in the Digital Education Team in the Services / Operations Directorate</p>
<p>Key focus of the role Working directly with people living with diabetes in diverse local communities in Birmingham and Sandwell, this role will gather insights and co-produce culturally appropriate content and marketing for Learning Zone, Diabetes UK's award-winning, free, online education service.</p>	<p>Department</p>  <pre> graph TD A[Operations / Services] --> B[T1 Events] A --> C[Digital Education] A --> D[CCC] A --> E[Conferences] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Engage and maintain relationships with a variety of individuals and community organisations across Birmingham and Sandwell representing ethnically diverse communities, to support co-production. Conduct interviews, focus groups and workshops with people living with or affected by diabetes from these communities, and healthcare professionals, to gather insights and feedback to inform content and marketing. Create new educational online content for Learning Zone that is relevant to, and features people from, Indian, Pakistani, Bangladeshi, Black African and Black Caribbean populations, based on insights gathered. Connect with local contacts to raise awareness, devise and support marketing campaigns, and extend Learning Zone's reach to help share this educational resource within these communities. 	<p>Job and reporting Line</p>  <pre> graph TD A[Digital Learning Lead] --> B[Digital Project Manager] A --> C[Education Content Lead] A --> D[Senior Clinical Advisor] A --> E[Senior Digital Project Manager] C --> F[Outreach & Content Developer] C --> G[UX & Product Designer] </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Part-time, Fixed-term to September 2023 Hours: 3 days (21 hours) a week. Pay range: Band 5 	
<p>Key working relationships internal Line managed by the Education Content Lead, this role will work closely with all members of the Digital Education team on Learning Zone. This role will also work directly with the Senior Engaging Communities Officer in the Midlands Region, and other members of the Midlands Region team. There will be some liaison with key stakeholders across the wider charity, such as Marcomms, Communities and Services teams.</p>	

<p>Key working relationships external</p> <p>This role will work directly with a variety of community organisations, local contacts and networks, as well as individuals living with or affected by diabetes and healthcare professionals, building long-term relationships with them over an extended period of time. They will also work with freelance content producers to deliver interactive and rich media assets, which will be co-produced and feature people living with diabetes and healthcare professionals from the local communities in this region.</p>	

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, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Building external relationships	Communicating with others	Improving delivery	Making change happen
<ul style="list-style-type: none"> • Work with the Senior Engaging Communities Officer in the Midlands Region to reach out to community organisations in Birmingham and Sandwell, to identify the best ways in which to engage with community networks, both face to face and virtually, with a view to engaging people to be involved in the development of Learning Zone. (S) • Identify opportunities with Community Organisation leads, to speak about Diabetes UK and specifically this project. • Follow-up on interested groups and individuals, creating a database of interested people, in-line with GDPR, and begin building effective working relationships and go into more depth about Learning Zone 	<ul style="list-style-type: none"> • Build Focus Groups as appropriate: to demonstrate Learning Zone; seek views, reactions, suggestions, alternatives around new content for the site, on sensitive subjects such as health and cultural issues.(S) • Ask open questions to help inform content production, and enquire further to ensure individual views are understood clearly and noted, in a skilful manner, without seeking to influence or prejudice any particular viewpoints. • Conduct content-specific workshops: to establish topics and themes; help build out content in specific areas; review & feedback on content, wireframes and prototypes; feedback on iterations and amended versions etc. 	<ul style="list-style-type: none"> • Work with the Education Content Lead to write and produce engaging and educational ‘best-in-class’ content for Learning Zone.(S) • Work directly with people at a grass-roots level to help them relate their experiences, challenges, and inspiring achievements to a wider audience through our content.(S) • Co-produce content that features people living with diabetes from this area, sharing their stories and their advice. • Work directly with freelance content specialists to deliver a high volume and variety of interactive content and rich media assets (eg videos, quizzes, animations, social, UGC, podcasts, blogs etc)(S) 	<ul style="list-style-type: none"> • Create content for different channels and audiences to engage and communicate complex information in a simple, clear and accessible way.(S) • Liaise with local contacts and networks to support awareness raising, and facilitate marketing. • Deliver marketing and promotional assets and support campaigns to attract new and diverse audiences; devising creative ideas, producing marketing assets, organising logistics, monitoring and tracking reach & impact.(S)

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

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Building external relationships	Communicating with others	Improving delivery	Making change happen
<ul style="list-style-type: none"> • Experience building relationships with people from diverse local communities to gather insights that inform content development.(S) • Experience in third sector organisations, or health & social care. • Build confidence, trust and be transparent throughout the whole process of on-going engagement and co-production, ensuring individuals are valued. • Ensure our audiences develop a clear understanding of Learning Zone, it's purpose and the purpose of the project, so that people are clear on what we are trying to achieve, where their input is needed, and what the intended outcomes are. 	<ul style="list-style-type: none"> • Excellent verbal and written communication skills, and the ability to engage with people from all walks of life.(S) • Experience developing and producing health information, or e-learning content.(S) • Experience of the content processes for development, production, review, feedback, amends and signoff. • Ability to work well as a part of a team, and also independently using own initiative; regularly working remotely and in the community as appropriate.(S) • Experience of writing and creating content or marketing for different channels and audiences. 	<ul style="list-style-type: none"> • Experience in content planning and production, demonstrating good editorial judgement.(S) • Excellent organisational skills, with a practical and methodical approach, and high attention to detail. • Creative flair for devising and producing interesting, original and innovative content.(S) • Experience of working on complex projects with busy schedules, delivering high volumes of content, working under pressure and to tight deadlines.(S) 	<ul style="list-style-type: none"> • Pro-active with a can-do attitude. • Awareness of co-production best-practices, including working with case-studies; following brand guidelines; organisational logistics; content readability and quality standards; digital accessibility and usability standards.(S) • Experience of monitoring and evaluating content or marketing activity and performance.(S)

Qualifications – Qualifications you need to carry out this role