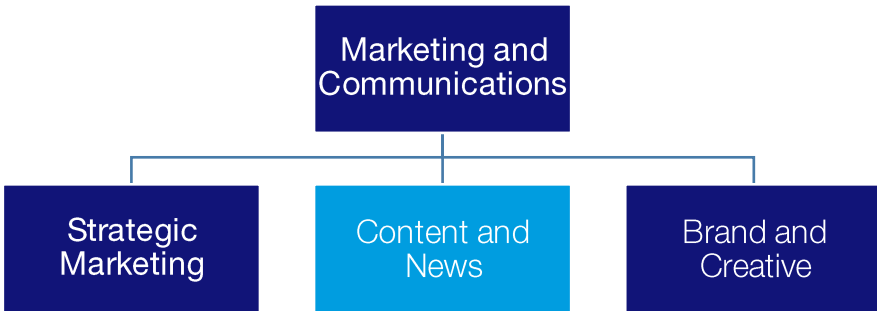
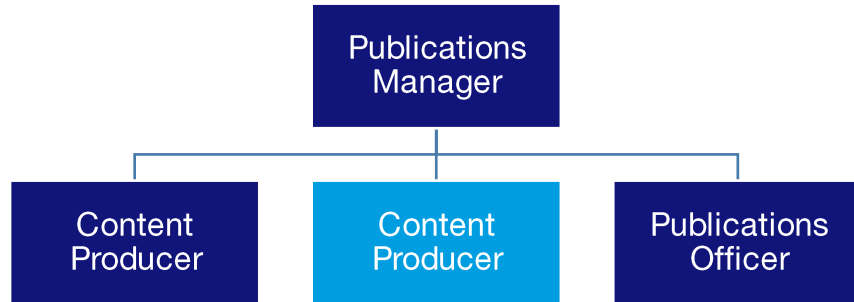


<p><b>Job Title</b> Content Producer</p>	<p><b>Directorate and team</b> This role sits in the <b>Content and News Team</b> in the <b>Marketing and Communications</b> section of the <b>Engagement and Fundraising</b> directorate.</p> <p><b>Department</b></p>  <pre> graph TD     A[Marketing and Communications] --&gt; B[Strategic Marketing]     A --&gt; C[Content and News]     A --&gt; D[Brand and Creative]         </pre> <p><b>Job and reporting line</b></p>  <pre> graph TD     A[Publications Manager] --&gt; B[Content Producer]     A --&gt; C[Content Producer]     A --&gt; D[Publications Officer]         </pre>
<p><b>Key focus of the role</b> This role will deliver user-centred content design across print and online, with a focus on a healthcare professional audience. You will be responsible for the day-to-day delivery of our healthcare professional subscription magazine, Update, as well as producing and repurposing content across our digital channels.</p>	
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Deliver several editions of Update magazine. This will include full project management, content planning and commissioning content from freelancers, through to publishing and evaluation.</li> <li>Write, edit, commission and proofread high-quality editorial content across digital and print – following best practice in accessibility, usability and content design.</li> <li>Use customer insights and data to improve engagement with our healthcare professional-facing content.</li> </ul>	
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li><b>Contract type:</b> Fixed-term</li> <li><b>Hours:</b> Part-time, , 84 hours a month (12 days a month, working 7 hour days) or 3 days a week (21 hours)</li> <li><b>Pay range:</b> Band: 6</li> </ul>	
<p><b>Key working relationships internal</b> All teams and directorates across Diabetes UK, particularly those within the Engagement and Fundraising directorate, as well colleagues who are subject matter experts in clinical diabetes care, research communications and healthcare professional engagement.</p>	
<p><b>Key working relationships external</b> Freelance writers and designers, healthcare professionals, 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**

Improving delivery	Communicating with others	Collaborating with colleagues	Building external relationships
<ol style="list-style-type: none"> <li>1. Project manage four editions of Update magazine a year – including writing briefs, reviewing responses, managing stakeholder approvals, and keeping everything to schedule and budget.</li> <li>2. Use customer insights and data to improve engagement with our healthcare professional-facing content.</li> <li>3. Make suggestions to improve the processes and delivery of the magazine, for the optimal customer experience.</li> <li>4. Provide professional expertise and guidance on content best practice to colleagues across the organisation.</li> </ol>	<ol style="list-style-type: none"> <li>5. Write, edit, commission and proofread high-quality editorial content – following best practice in accessibility, usability and content design.</li> <li>6. Use technical knowledge of search engine optimisation, a Content Management System and Google Analytics to optimise digital content.</li> <li>7. Produce regular reports and analysis on content performance, providing a clear narrative for senior colleagues and making recommendations for improvements.</li> </ol>	<ol style="list-style-type: none"> <li>8. Manage the production and approval of content by subject matter experts across the organisation, keeping stakeholders to deadline and within agreed delivery budget.</li> <li>9. Use content strategy workshops and techniques to understand user needs, bringing internal subject matter experts along on the journey.</li> <li>10. Work with our Publications Manager and colleagues to understand strategic business goals for engaging healthcare professionals and apply that to content planning.</li> </ol>	<ol style="list-style-type: none"> <li>11. Work with team members and content producers around the organisation to drive a culture of content that is co-produced with users – in this case, with healthcare professionals.</li> <li>12. Work with external content providers and freelancers on clear delivery schedules and payment deadlines for Update magazine, to ensure they have a good experience with Diabetes UK.</li> <li>13. Keep up to date on the latest trends in content and publishing, sharing this with other members of the team.</li> </ol>

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

Making decisions	Improving delivery	Communicating with others	Collaborating with colleagues
<ol style="list-style-type: none"> <li>1. Use customer data and insights to make decisions about what content to produce and in which format.</li> <li>2. Make editorial decisions by listening to the expertise of key stakeholders and discussing with your line manager, as well as using your own excellent editorial judgement.</li> <li>3. Be a creative problem-solver – thinking outside the box and using your own initiative to come up with solutions.</li> </ol>	<ol style="list-style-type: none"> <li>4. Set and work to busy schedules, communicating issues and delivering to deadline.</li> <li>5. Take responsibility to identify what we could do differently in content production and suggest alternative approaches.</li> <li>6. Stay up to date with emerging market trends and share these learnings with the team to encourage innovation and testing new ways of working.</li> </ol>	<ol style="list-style-type: none"> <li>7. Have excellent writing, editing and proofreading skills, with meticulous attention to detail.</li> <li>8. Use clear verbal and written communication skills to influence staff at all levels of the organisation as well as external stakeholders.</li> <li>9. Role model our tone of voice and brand principles, ensuring our print and digital content outputs deliver a recognisable Diabetes UK experience.</li> </ol>	<ol style="list-style-type: none"> <li>10. Build trust and respect with subject matter experts – ensuring they have a good experience working with the Content Team.</li> <li>11. Be a team player, supporting the Publications Manager and the rest of the Content Team with ad hoc tasks.</li> <li>12. Support with building the internal reputation of the Content Team as an internal, expert content agency.</li> </ol>

**Qualifications – Qualifications you need to carry out this role**

N/A