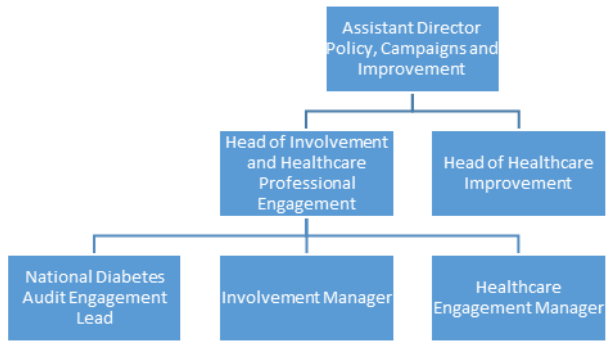
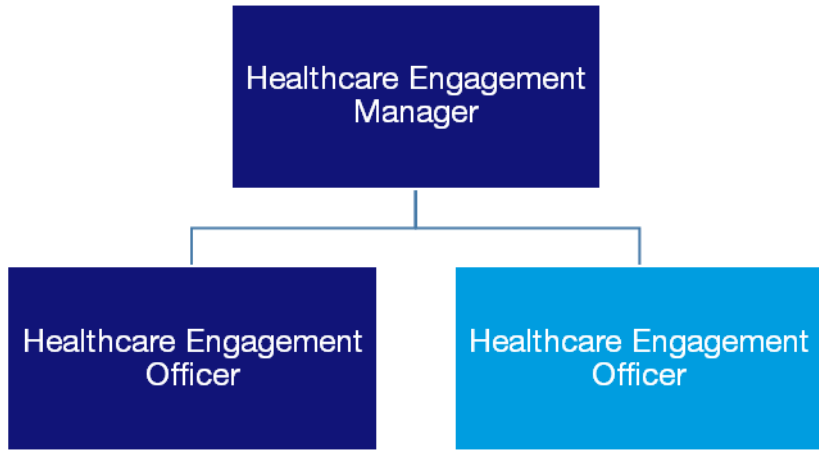


<p><b>Job Title</b> <b>Healthcare Engagement Officer x2</b></p>	<p><b>Directorate and team</b> This role sits in the <a href="#">Involvement and Healthcare Engagement team</a> in the <a href="#">Policy, Campaigns and Improvement Directorate</a></p>
<p><b>Key focus of the role</b> The Healthcare Engagement Officer plays a key role in influencing the transformation of diabetes care through supporting and mobilising healthcare professionals (HCPs). The role will contribute to our engagement work 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><b>Department</b></p>  <pre> graph TD     AD[Assistant Director Policy, Campaigns and Improvement] --&gt; H1[Head of Involvement and Healthcare Professional Engagement]     AD --&gt; H2[Head of Healthcare Improvement]     H1 --&gt; NDAE[National Diabetes Audit Engagement Lead]     H1 --&gt; IM[Involvement Manager]     H1 --&gt; HEM[Healthcare Engagement Manager]     </pre>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Lead on communication processes, tools and channels and, where appropriate, identify continuous improvement opportunities, to ensure the delivery of relevant and high-quality content material which facilitates the increase and retention of professional members.</li> <li>Manage the communication between our core associated professional groups and Diabetes UK, including setting up and preparation of meetings, minute taking and dissemination.</li> <li>Support the education and upskilling of HCPs by refining our training offer, including the development of our new digital learning platform for healthcare professionals.</li> </ul>	<p><b>Job and reporting Line</b></p>  <pre> graph TD     HEM[Healthcare Engagement Manager] --&gt; HEO1[Healthcare Engagement Officer]     HEM --&gt; HEO2[Healthcare Engagement Officer]     </pre>
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li>Contract type: 1x Permanent, 1x Fixed Term</li> <li>Hours: 1x 35 hours per week, 1x 21 hours per week</li> <li>Band: 6</li> </ul>	
<p><b>Key working relationships internal</b></p> <p>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**).

**Key activities – What you need to do**

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

Managing resources	Communicating with others	Collaborating with colleagues	Building external relationships
<p>1. Manage our professional social media platforms and build a strong professional presence, using analytics to review and adapted messaging to further engagement with HCPs (S)</p> <p>2. Manage the delivery of our monthly e-newsletters to all our professionals networks and groups, using relevant email marketing software, reviewing, and use analytical data to inform future e-newsletters</p> <p>3. Refine, manage and update the Professional Diabetes UK webpage to attract and meet the needs of different NHS professionals (S)</p>	<p>4. Create, review and redesign our communication processes, tools and channels which deliver relevant, targeted and high-quality material for healthcare professionals (S)</p> <p>5. Support our clinical skills education strategy for healthcare professionals, including reviewing our key resources and medical events calendar.</p>	<p>6. Support the Healthcare Engagement Manager and the wider organisation to strengthen the way we utilise the skills of the professional groups</p> <p>7. Project manage the DUKPC Organising Committee, providing administrative support for the meetings and working closely with the events team in making sure the conference is developed in a manner that will create effective engagement by professionals</p>	<p>8. Support our communication with partners and senior stakeholders to ensure we maintain strong relationships of trust (S)</p> <p>9. Build, develop and support networks and communities of healthcare professionals and look for opportunities to build new relationships (S)</p>

**Skills, knowledge 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 self	Communicating with others	Collaborating with Colleagues	Building external relationships
<ol style="list-style-type: none"> <li>1. Be comfortable with working under pressure and simultaneously managing a number of different projects and workloads (S)</li> <li>2. Be confident in making informed decisions and take accountability for their impact</li> </ol>	<ol style="list-style-type: none"> <li>3. Experience of providing clear and concise communications, tailored and adapted to meet the needs of the audience (S)</li> <li>4. Ensure communications are disseminated via the most appropriate channels</li> </ol>	<ol style="list-style-type: none"> <li>5. Support the development relationships with key teams across Diabetes UK, building a shared vision for healthcare engagement that aligns with the strategy outcomes</li> <li>6. Experience of working on cross-organisational projects on time and in budget, demonstrating the ability to identify and resolve issues, challenges and barriers (S)</li> </ol>	<ol style="list-style-type: none"> <li>7. Demonstrate a good understanding of healthcare professional culture, the NHS and how changes are affecting healthcare professionals (S)</li> <li>8. Build credibility with healthcare professionals, creating a sense of community and shared purpose amongst the key stakeholders</li> </ol>

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

None required