

<p>Job Title Communications Manager</p>
<p>Key focus of the role We're working to build a growing movement of people making change happen to achieve a world where diabetes does no harm.</p> <p>This role will lead the development, delivery and evaluation of strategic communications and engagement workstreams to support our goals, build long term relationships with the diabetes community and help make change happen; improving outcomes for people living with, at risk of, diabetes and keeping diabetes at the top of the political and health agenda. You will work collaboratively with colleagues and teams across the UK.</p>
<p>Key deliverables</p> <ul style="list-style-type: none"> Lead and deliver audience-led communications and engagement strategies to increase reach, deepen engagement and grow impact; driving continuous improvement Be responsible for design and delivery of a tactical PR and communications plan including content creation and day-to-day management and measurement of all activities including supporting delivery across policy, campaigns and public affairs work Ensure the voice of lived experience, along with insight and data analysis, underpins all of our thinking and activities and work sensitively to bring their stories to light across our channels Act as a media spokesperson as required.
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: 35 (full-time) Pay range: Band 5
<p>Key working relationships internal Scotland team, Scottish Advisory Council; Content & News, Marketing & Communications; Volunteering, Supporter Care; Fundraising; Clinical; Research Services.</p>

Directorate and team

This role sits in the **Scotland team** in the **Operations Directorate**

Department

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graph TD
    DO[Director of Operations] --> ADS[Assistant Director of Services]
    DO --> ADLI[Assistant Director of Local Impact]
    ADLI --> Scotland[Scotland]
  
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Job and reporting Line

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graph TD
    ND[National Director] --> OM[Office Manager]
    OM --> CM[Communications Manager]
    OM --> PPA[Policy & Public Affairs Manager]
    OM --> HSEL[Health System Engagement Lead]
    OM --> CVM[Communities & Volunteering Manager]
    CM --> DEO[Digital Engagement Officer]
    PPA --> PPAO[Public Affairs and Campaigns Officer]
    HSEL --> HSEM[Health System Engagement Manager]
    HSEL --> HSEM2[Health System Engagement Manager]
    CVM --> CVO[Communities & Volunteering Officer]
    CVM --> YC[Youth Co-ordinator]
    YC --> YW[Youth Worker]
  
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Key working relationships external

The diabetes community, MSPs and their teams, journalists, partner organisations, Communications teams across other agencies, media influencers.

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

Making Change Happen	Communicating with others	Building External Relationships	Improving Delivery
<ol style="list-style-type: none"> 1. Lead (and own) development and delivery of an audience-led communications and engagement strategy to grow our following, deepen engagement and deliver impact across Diabetes UK's key priorities. 2. Test and learn different approaches to growing a people powered movement to help us make change happen. 3. Work alongside the diabetes community - and relevant internal teams - to support design and delivery of key campaigns and policy and influencing activities 	<ol style="list-style-type: none"> 4. Lead day-to-day planning, management, content creation, posting and delivery of all comms activity across social media, website, print, media/PR and events). 5. Work with the Media team on proactive and reactive press & PR & crisis comms & act as a spokesperson when needed (which may, on occasion, be out-of-hours). 6. Develop and maintain a toolkit of key message resources for use by the Diabetes Scotland team and volunteers. 	<ol style="list-style-type: none"> 7. Proactively engage with and support the diabetes community; ensuring the voice of lived experience is at the heart of our activity and thinking. 8. Represent the charity on key networks and provide strategic communications advice on diabetes and related issues to, key stakeholders/partners to support, influence and ultimately drive impact. 	<ol style="list-style-type: none"> 9. Drive continuous improvement by developing a robust monitoring and evaluation framework to measure and report on the impact of our communications & engagement activity. 10. Work with key Diabetes UK teams to ensure an integrated approach to content planning, brand, use of a consistent tone of voice and all messages are in-line with policy positions. 11. Keep up to date with current thinking and best practice on communications, engagement and social media.

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

Making Change Happen	Communicating with others	Improving delivery	Building External Relationships
<ol style="list-style-type: none"> 1. Significant experience of developing and implementing an effective communications and engagement strategy which delivers against organisational outcomes and priorities. 2. Effectively balance strategic thinking and a creative approach, with the ability to be both proactive in hands-on delivery and reactive in seizing tactical opportunities. 3. Proven experience of driving continuous improvement using a test and learn approach and effective monitoring and evaluation frameworks. 	<ol style="list-style-type: none"> 4. Demonstrate excellent verbal skills and use your excellent copywriting skills to create engaging tailored content. 5. Demonstrate excellent cross-team collaboration skills to build and maintain productive relationships. 	<ol style="list-style-type: none"> 6. Experience of delivering projects on time and in budget, demonstrating the ability to identify and resolve issues, challenges and barriers. 7. Be flexible, disciplined and able to use excellent organisational skills to prioritise work effectively under pressure and approaching challenges in a calm and pragmatic way. 	<ol style="list-style-type: none"> 8. Excellent interpersonal and influencing skills. 9. Experience of managing relationships with internal and external audiences with fluency, confidence and a high degree of personal credibility.
<p>Qualifications you need to carry out this role</p>			
<p>Membership of professional body desirable</p>			