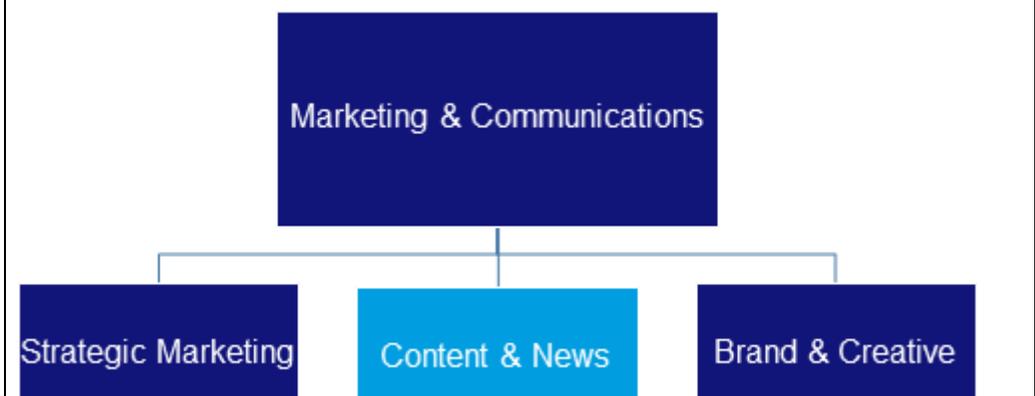


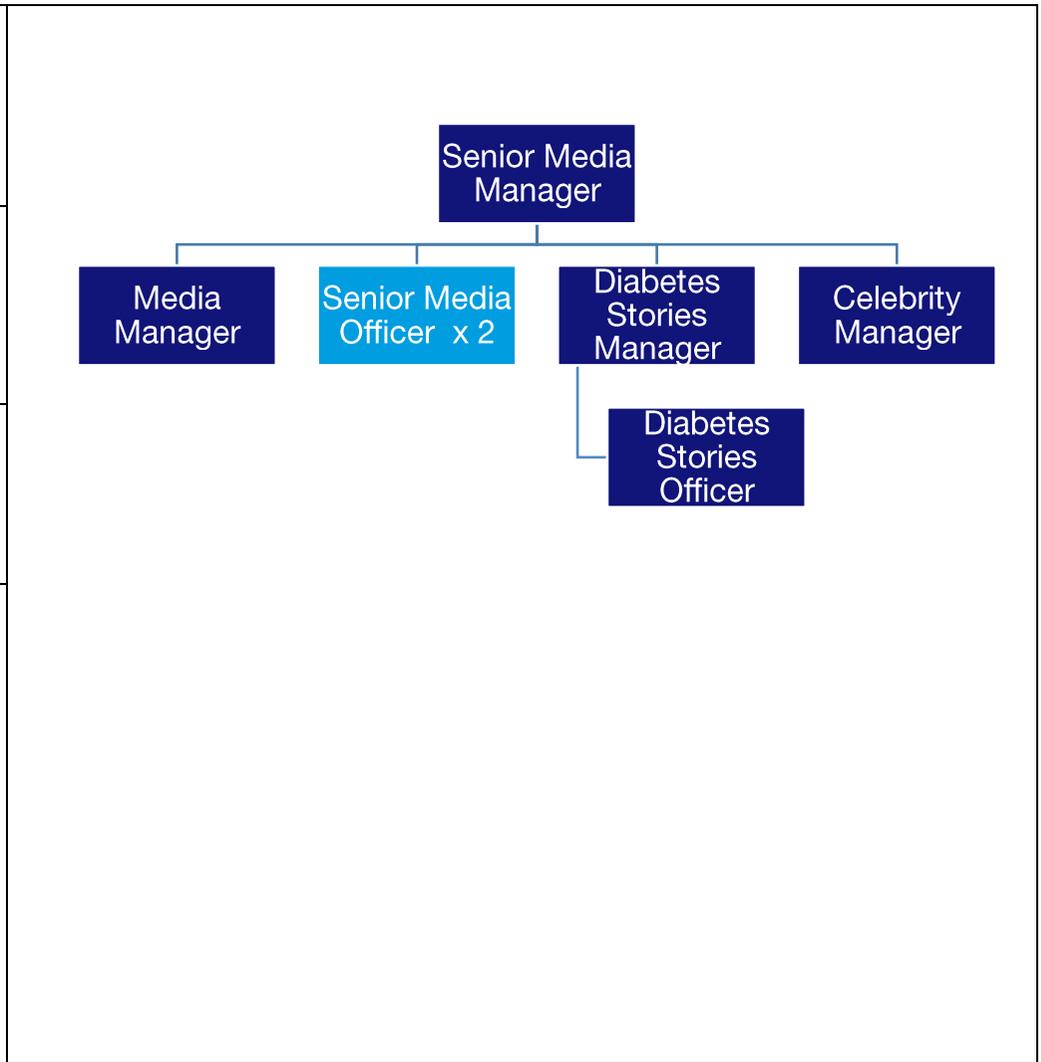
<p>Job Title Senior Media Officer</p>	<p>Directorate and team This role sits in the Content & News Team in the Engagement & Fundraising Directorate</p>
<p>Key focus of the role Reporting to the Senior Media Manager, this role will be responsible for delivering against the media strategy that supports our ambitious strategic goals and outcomes.</p> <p>As part of the national media team, the Senior Media Officer will play a critical role in managing the reputation of the charity. You will ensure delivery against key objectives and KPIs and you will oversee a diverse, wide-ranging portfolio of projects whilst working with colleagues at every level in multi-functional teams across the charity.</p> <p>Leading on bold, creative media campaigns you will ensure key diabetes issues receive standout and sustained media coverage across print, broadcast and digital news outlets.</p>	<p>Department</p>  <pre> graph TD A[Marketing & Communications] --> B[Strategic Marketing] A --> C[Content & News] A --> D[Brand & Creative] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Develop and deliver proactive media activities to raise the profile of Diabetes UK through creative media and analyse and translate complex information into outstanding press materials. Act as first line of response to media enquiries; generate Q&As and brief spokespeople as part of a busy press office. Build and maintain relationships with relevant media contacts to inform and strengthen Diabetes UK's media activity and profile. Recruit and manage media volunteers to pitch powerful human interest stories to relevant media and ensure processes are put in place to communicate and share media activity and good practice internally to maximise opportunities and improve quality. Identify reputational risk and undertake appropriate crisis communications/ reputation management processes as required. 	<p>Job and reporting Line</p>

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<p>Contractual information</p> <ul style="list-style-type: none"> ▪ Contract type: Permanent ▪ Hours: 35 hours per week ▪ Pay Band: 5

<p>Key working relationships internal</p> <p>Content and News, Engagement and Fundraising Directorate, Research Directorate, Inpatient and Clinical Care Improvement, Regional Offices, Policy, Campaigns, Public Affairs and Mobilisation.</p>
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<p>Key working relationships external</p> <p>Journalists, case studies, educational institutions (e.g. universities undertaking research), scientists, pharmaceuticals and commercial organisations, government agencies, NHS organisations, volunteers (including media volunteers), other voluntary organisations and suppliers.</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

Communicating with others	Improving Delivery	Collaborating with colleagues	Building External Relationships
<ol style="list-style-type: none"> 1. Develop and deliver proactive media activities to raise the profile of Diabetes UK through creative media and analyse and translate complex information into outstanding press materials. (S) 2. Promote Diabetes UK events and meetings, and attend them as required, which may include out-of-hours working, and take part in an out-of-hours media rota. (S) 3. Have experience of press work in the following areas (S): <ul style="list-style-type: none"> - Research and Science - Health - Consumer (Print & Broadcast) - Trade 	<ol style="list-style-type: none"> 4. Regularly review and evaluate our proactive and reactive media work to improve delivery. 5. Feedback to project teams when things have been successful and when they have been challenging. 6. Provide regular updates on media insights in the spirit of 'test & learn' to showcase what works and learn from what doesn't. 	<ol style="list-style-type: none"> 7. Work collaboratively across teams to create the most appropriate media story to support the aims of the project. (S) 8. Guide teams in how to find a news hook that supports our key charitable activities. 9. Support the wider Marketing and Communications team in delivering impactful media stories for key organisational moments such as our annual conference, World Diabetes Day and Diabetes Week. 	<ol style="list-style-type: none"> 10. Build and maintain relationships with a wide range of journalists, researchers and universities. 11. Be a leader in identifying new sources of media stories and jumping on viral trends that Diabetes UK could comment on. 12. Act as a representative of the media team in internal and external meetings.

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.

Communicating with others	Improving Delivery	Collaborating with colleagues	Building External Relationships
<p>1. Using excellent written communications skills to write sharp, engaging copy for a variety of audiences. (S)</p> <p>2. Being organised and paying close attention to detail and accuracy especially under time sensitive situations.</p> <p>3. Understanding the requirements essential to multi-channel content creation and repurposing.</p> <p>4. Continuously showing commitment to producing quality work, with an eye for detail.</p>	<p>5. Gathering insights and evaluating impact to constantly test and learn what works and what doesn't.</p> <p>6. Have a calm, proactive approach with the ability to adapt and prioritise effectively whilst undertaking multiple activities simultaneously (S)</p>	<p>7. Inspiring and influencing individuals and teams at all levels of the charity.</p> <p>8. Being a committed team player who's thinking of the bigger picture.</p> <p>9. Project management, including time planning, time management, and resource. (S)</p>	<p>10. Develop positive relationships with stakeholders within and outside Diabetes UK, being engaging, and with strong interpersonal skills.</p> <p>11. Ability to spot, and tell a good story, to help a variety of different audiences do the same. (S)</p>