

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



SENIOR MEDIA MANAGER

WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2, our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they've been behind vital policy changes, as well as new treatments and technologies to make living with diabetes easier every day. But there's more to do. And you can be part of it.

We're a really diverse bunch and we recognise and respect your value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best UK Charities to Work For, and one of the top 75 Best Large Companies in London.

We're committed to protecting and promoting the welfare of children and adults at risk, and we need our staff and volunteers to support this.

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



JOB DESCRIPTION

Role title: Senior Media Manager

Contract type: Permanent

Hours: 35

Band: 4 (£47,348 - £52,609)

Key relationships:

Senior Marcomms Managers, Partnerships and Philanthropy, Care team, Policy, Campaigns and Mobilisation, Research Communications Team, Regional and National Teams, Social Media Manager.

Key focus of the role:

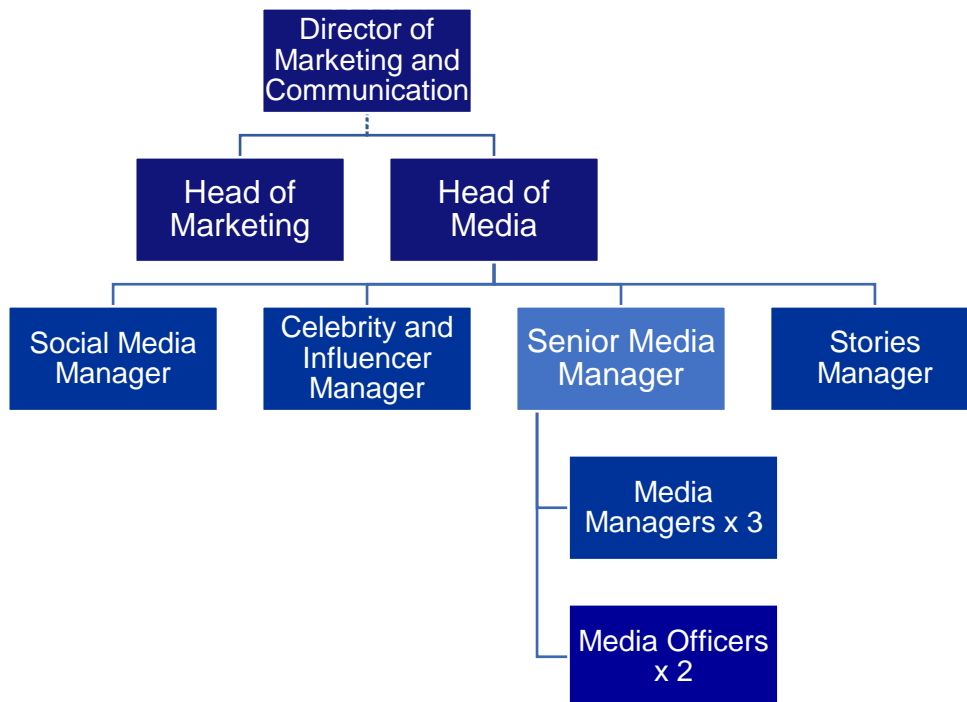
The Senior Media Manager is responsible for delivering media activity that supports our breakthrough objectives. In addition to setting our strategic direction, the Senior Media Manager leads our UK-wide media work, and supports our stories and celebrity engagement activity, ensuring delivery against key objectives and KPIs.

Overseeing a diverse, wide-ranging portfolio of projects, and the expert team responsible for delivering them, the Senior Media Manager leads creative media campaigns that ensure key diabetes issues receive standout and sustained media coverage across print, broadcast and digital news outlets.

This role plays a critical role in managing the reputation of the charity, advising colleagues at every level and across multiple functional responsibilities to provide experience and solid judgement - preparing crisis communications plans as and when needed.

Directorate and team

This role sits in the [Media Team](#) in the [Engagement and Fundraising Directorate](#)



Main responsibilities

- Safeguard Diabetes UK's high profile in the media
- Build and maintain an ambitious media strategy around strategic goals
- Line manage three Media Managers
- Play a key part in whole organisation strategic campaigns, and the development of and delivery of comprehensive media and PR strategies to support them including budgeting, commissioning and managing external service providers
- Monitor and report on media engagement
- Develop and maintain key internal relationships
- Day-to-day management of the Media Team budget
- Be the first point of contact for crisis management communications
- Deputise for the Head of Media

Person specification

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)

You will be able to:

- Lead a team to deliver outstanding results that support the charity's objectives.
- Identify and craft powerful media campaigns to perform across a wide range of UK media.
- Identify and take steps to mitigate risk in our communications.
- Advise senior colleagues.
- Work with a wide range of stakeholders, both internally and externally such as the NHS, corporate partners, journalists and colleagues.

You will have experience in:

- Developing and overseeing national PR campaigns for a national organisation.
- Team management.
- Bringing teams together around integrated projects and campaigns
- Reputation management for a national organisation, including identifying and managing risk.
- Leading a team to respond to major external announcements across communications channels.
- Handling sensitive topics with care, while still delivering powerful communications messages.
- Writing and editing for a wide range of audiences, in varying formats, such as opinion, news and features.
- Project and budget management.

You will have skills in:

- Strategic thinking and planning.
- Creative and innovative thinking that delivers results.
- Excellent news sense and creative approaches to media and PR that deliver results and shift opinion and perception.
- Strong management and leadership skills, including motivating, developing and supporting others.
- Decision-making, with the capacity to make informed judgements and take responsibility for outcomes.
- Advising senior colleagues in sensitive and pressurised crisis communications areas.
- Writing and editing to a journalistic standard for a range of audiences.

You will have knowledge:

- A deep understanding of the UK media landscape.
- Working understanding of media law, and the legislative frameworks that underpin charity operations and work with storytellers, including GDPR.
- Organisation and social media reputation and risk management, working with case studies, and of using real-life stories to effectively deliver against our reach and impact objectives.
- A good understanding of social media platforms and approaches and their role in engaging audiences and reputational management.
- Ideally previous experience of working in a health charity.

The best person for this job will be (behaviours):

- Act with integrity and be able to quickly gain the trust, confidence and respect of others.
- Communicate with professionalism at all times.
- Effectively interact with others using excellent negotiation and influencing skills to develop good working relationships and achieve results with internal and external contacts at senior levels.
- Able to consider multiple viewpoints and inputs and help steer decision making, as well as taking decisions.

Qualifications/professional membership (if applicable):

A recognised communications qualification e.g. CIPR certificate, NCTJ-accredited journalistic qualification, or level 4 Public Relations apprenticeship, or evidence of continued professional development within roles.

benefits

We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.

We want to make sure that we can help you create a good balance between work and the other parts of your life.

And one way we do that is with benefit we offer you.



Annual leave

We want you to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



Connected working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



Pension

We enrol everyone into our pension and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



Healthcare

Our cash healthcare plan that allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



Learning and development

We help you to continually develop and achieve your career goals, including offering a wide range of training which happens throughout the year.



Gym membership

We have a gym membership discount scheme through our cash healthcare plan provider. You can use this at a wide variety of gyms around the UK.

Get in touch

Email recruitment@diabetes.org.uk

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

