

INTERNAL COMMUNICATIONS AND ENGAGEMENT MANAGER – 18 MONTH FTC



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WHO WE ARE

We are Diabetes UK and it's our mission to tackle diabetes, day in and day out, until it can do no harm. One in five adults in the UK are living with diabetes or prediabetes, and we're determined to change that. Join us and together we can change the future of diabetes.

For the last 90 years, we'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.

We're committed to preventing diabetes where possible, improving daily life for those living with it, and ultimately finding a cure. We're also focused on tackling stigma and reducing inequalities faced by people at risk or living with diabetes.

We've got some really ambitious goals over the next few years and we're looking for people who share our ambition to help us stop the harm diabetes causes.

We can't do any of this without you.

Our 2026 -2030 strategy commits us to 3 ambitious outcomes: Prevention and Cure, Everyone included and Living Well with Diabetes. To read more about our strategy please click here [DUK-Strategy-2026-2030-compressed.pdf](#)

At Diabetes UK, we live and breathe our values:

We put people first – We recognise that people are individuals with different preferences, circumstances and needs. We collaborate with others, listen carefully and keep commitments.

We make change happen – We are ambitious to drive change with and for people living with diabetes. We challenge constructively if needed.

We're driven to know more – We find ways to share knowledge and insights with colleagues and take advantage of learning opportunities across the charity.

We keep things simple – Diabetes is complicated enough.

If these values resonate with you, we'd love to hear from you.



Colette Marshall

Colette Marshall
Chief Executive

JOB DESCRIPTION

Role title: Internal Communications and Engagement Manager

Contract type: 18 Month FTC

Hours: Full time, 35 hours per week

Location: London

Salary: £48,626 - £54,029 - Band 4

Role reports to: Head of Learning and Engagement

Key relationships (internal and external): People and Organisational Development; Executive Team; senior leaders and managers; Strategy and Planning; Brand and Creative; Strategic Marketing; IT and Digital; Content and News; EDI leads and networks; Colleague Forum; external survey providers and internal communications networks.

Key focus of the role: Lead internal communications and colleague engagement across the charity, helping colleagues understand our mission, values, strategy, priorities and progress, and how their work contributes to our success.

Build trust through clear, honest and two-way communication, equipping leaders and managers to communicate effectively, listen to colleagues and respond to feedback.

Key tasks and responsibilities

- Create clear, accessible communications that help colleagues understand our mission, values, strategy, progress and priorities, and the part they play in delivering them.
- Advise senior leaders, managers and project teams on communication and engagement for strategic programmes, new initiatives, significant decisions and cross-charity priorities.
- Support and coach leaders and managers to communicate with confidence, providing practical guidance, tools and advice to help them communicate clearly, listen effectively and engage colleagues in meaningful two-way dialogue.
- Lead and improve internal channels, including the intranet and Microsoft 365 tools, so information is timely, targeted, accessible and easy to find.
- Lead the annual colleague survey and other agreed listening activities, ensuring colleague insight is translated into meaningful action, measurable improvements and visible follow-through, while managing supplier relationships and performance.
- Plan and deliver organisation-wide events including colleague conferences, campaigns and recognition that build connection, celebrate impact and reinforce our values.
- Use data and feedback to evaluate the effectiveness, reach, understanding and impact of internal communications, and recommend improvements.
- Use approved AI and automation tools to support routine tasks such as drafting, summarising, adapting content, scheduling and reporting. Ensure all outputs are carefully reviewed, with human judgement, accountability and appropriate confidentiality maintained at all times.
- Undertake other reasonable duties in line with the scope and level of the role

Person specification

	Criteria:		Assessed via:	
	E	D	A	I
Experience				
Experience of leading internal communications and colleague engagement in a complex organisation through effective storytelling.	X		X	X
Experience of managing internal comms channels, including a SharePoint-based intranet and Microsoft 365 tools.	X		X	X
Experience of leading employee listening activities including colleague survey and translating insight into practical action.	X		X	X
Experience of advising senior leaders and project teams on change, complex decisions or sensitive communications.	X		X	X
Knowledge				
Strong knowledge of internal communications and emerging trends related to colleague engagement, culture and organisational change.	X		X	X
Knowledge of accessible and inclusive communication, editorial standards and channel governance.	X		X	X
Understanding of brand, tone of voice, data protection and responsible use of AI in communications.	X		X	X
Knowledge of how communication and engagement support mission, values, strategy and organisational performance.	X		X	X
Skills				
Excellent writing, editing and storytelling skills, making complex information clear and relevant for different audiences.	X		X	X

	Criteria:		Assessed via:	
	E	D	A	I
Strong influencing and relationship-building skills, including confidence advising and constructively challenging senior colleagues.	X		X	X
Strong project management and organisational skills, with the ability to manage competing priorities and meet deadlines.	X		X	X
Ability to analyse data and feedback, identify patterns and make practical recommendations.	X		X	X
Confidence using Microsoft 365, SharePoint, digital communication tools and approved AI tools; multimedia skills are desirable.	X		X	X
Qualifications/Professional membership (if applicable)				
CIPR Internal Communications Diploma, relevant professional qualification or equivalent experience.		X	X	
Membership of a relevant professional body or network.		X	X	

E – Essential D – Desirable A – Assessed at Application I – Assessed at Interview

If you don't meet all the criteria listed but meet most and have transferable skills with a passion for our mission, you are still welcome to apply for this role.

If you are invited to attend an interview in person, we will reimburse reasonable travel costs excluding hotel or overnight stays.

Behaviours

All employees are expected to demonstrate our values and behaviours. The behaviours below will be considered through the application and interview process.

We keep things simple

- Use clear, accessible language, avoiding jargon unless it is relevant to the audience.
- Prioritise your work so that you're clear about what needs to be done at any given time.

We make change happen

- Speak confidently about the impact we have made and our ambitions for the future.
- Be curious about what's happening within and beyond the charity to identify what has to change, making sure to clarify the root cause.

We're driven to know more

- Proactively learn more and share new knowledge and insights with colleagues.
- Be open to questions from others, recognising that a challenge can help develop your own thinking.

We put people first

- Recognise that people are individuals with different preferences, circumstances and needs.
- Identify times when you need to be flexible to support others, recognising this won't always be possible.