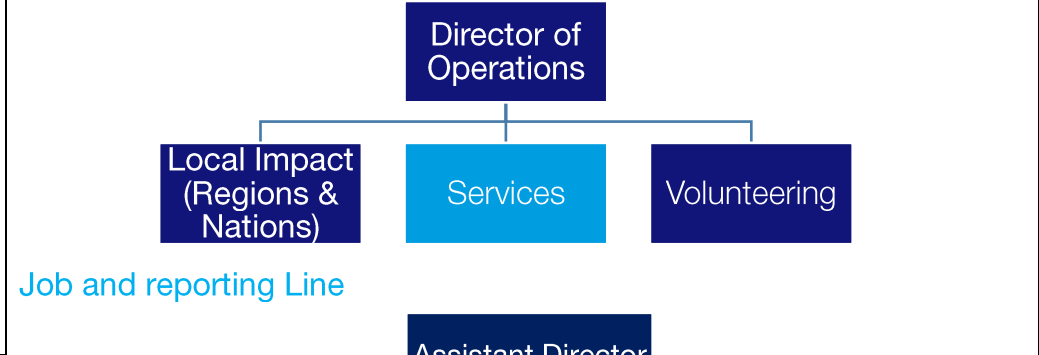


<p>Job Title Digital Product Owner - Know Your Risk</p>	<p>Directorate and team This role sits in the Services Department in the Operations Directorate</p>
<p>Key focus of the role You will lead for our Services team on the management and development of our online Know Your Risk tool, helping millions of people to understand and manage their risk of type 2 diabetes. With support from technical, UX and content development colleagues in the Digital Education Team, you will collaborate with a wide range of internal and external stakeholders to scope functional and content development. As product owner, you will iteratively improve user journeys and articulate and deliver the product roadmap to ensure it delivers a valuable and compelling offer of support to all those at risk of diabetes. You will increase the tool's reach to wider and newer audiences, supporting innovative work with NHS and corporate partners.</p>	<p>Department</p>  <pre> graph TD DO[Director of Operations] --> LI[Local Impact (Regions & Nations)] DO --> S[Services] DO --> V[Volunteering] AD[Assistant Director (Services)] --> S AD --> DEL[Digital Education Lead] DEL --> DPO[Digital Product Owner Know Your Risk] DEL --> LZ[Learning Zone] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Manage the development of the digital tool's roadmap in line with strategic objectives Establish robust user journeys to ensure people at increased risk have the information and support they need Increase reach as well as improve accessibility and relevance to priority target audiences 	<p>Job and reporting Line</p>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: 35 hours (full-time) Salary range: Band 5 	

Key working relationships internal

Prevention outcome steering group, Services Managers, Digital and IT Teams, Product Owners group, Care Team, Content Team, Partnerships & Philanthropy

Key working relationships external

Digital agencies, NHS, academic and commercial partners

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

Improving delivery	Managing resources	Building external relationships	Collaborating with colleagues
<ol style="list-style-type: none"> 1. Work with internal and external experts to maintain the accuracy, usability and accessibility of the tool, its scoring system, and associated content for people who are at risk of type 2 diabetes. 2. Create and review user journeys for the tool that are integrated with the wider Services offer from our charity, improving users' experience of and engagement with Diabetes UK. 3. Understand the needs of priority target audiences, and plan for enhancements that improve the service offer for these groups. 	<ol style="list-style-type: none"> 4. Work with technical colleagues to manage the maintenance and development of the tool, with external agency support as required. 5. Coordinate the upkeep and review of supporting online content & printed information materials. 6. Manage the budgets for the tool and associated assets and marketing activity 7. Deliver routine and ad hoc reports on usage data and analytics, to understand reach and improve delivery and outcomes. 	<ol style="list-style-type: none"> 8. Work with NHS and other national partners to manage pathways for self-referral into diabetes prevention services. 9. Support partnership development discussions led by colleagues, where these can widen and improve access to Know Your Risk. 10. Build a productive working relationship with academic partners to review and agree options for improvement of the tool. 	<ol style="list-style-type: none"> 11. Agree a work plan and product roadmap that is closely aligned with the strategic objectives of the charity's Prevention outcome. 12. Work closely with Marketing and Communications teams to develop strong messaging and engagement tactics for Know Your Risk. 13. Improve commercial prospects by working with fundraising colleagues to produce a case for support and to agree a consistent approach to licensing of the tool.

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

Making decisions	Improving delivery	Managing & developing self	Building external relationships
<ol style="list-style-type: none"> 1. Combine stakeholder insight with available evidence and data sources to identify priorities for development. 2. Build awareness of the strategic priorities informing decision making through close involvement with the Prevention outcome steering group. 3. Exercise tact and skill in balancing multiple, potentially conflicting priorities for development. 	<ol style="list-style-type: none"> 4. Use your knowledge and experience of digital service delivery to inform a long-term vision for Know Your Risk. 5. Identify and tackle barriers to access and participation so that everyone has the opportunity to understand and manage their type 2 diabetes risk. 6. Build connections and strong working relationships internally to develop ideas and where expert support is needed to progress plans. 	<ol style="list-style-type: none"> 7. Demonstrate a high degree of organisational skill, time management and personal effectiveness in seeing plans through to delivery 8. Show commitment to building your knowledge of diabetes, the social determinants of health, and the importance of managing type 2 diabetes risk. 9. Bring creativity and innovative thinking to your planning and delivery of product developments. 	<ol style="list-style-type: none"> 10. Be responsive to the needs of external partners, and at the same time aim for consistency and fairness in our approach to managing partner expectations. 11. Support colleagues in external partnership discussions by demonstrating an openness to opportunities for development of the tool and assets. 12. Where required, confidently manage external supplier relationships to ensure work is briefed clearly and that delivery is on time and to a high standard of quality.

Qualifications – Qualifications you need to carry out this role

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