

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**DIGITAL ENGAGEMENT
OFFICER (REGIONS)**

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: Digital Engagement Officer (Regions)

Contract type: 12 Months FTC

Hours: 35 hours per week

Band: 6

Key relationships (internal and external): Digital Engagement Officers; Communications Manager; Regional & National teams; Local volunteers & supporters; Fundraising; Marketing and Communications; Policy, Campaigns and Mobilisation; Research; Engaging Communities Officers. Content and News Team, Social Media Manager, Customer Care Centre, Brand and Creative Team, social media channel contacts; regional/national local press and media; patient and public involvement organisations; Government and local government agencies; NHS media leads and local authority communications; Public Health; healthcare professionals; people living with diabetes; diverse communities.

Key focus of the role: To support the development and delivery of an effective local digital engagement plan, in agreement with the Communications Manager, to help us achieve a revolution in understanding and support for diabetes. You will help to increase the reach, profile, reputation and influence of the organisation using online platforms to engage with the diabetes community and the wider public. Through agreed targeted plans, you will promote the work of Diabetes UK, raise awareness of diabetes among the public and providers of healthcare service/system, and influence improvements in services for people with diabetes.

Key deliverables:

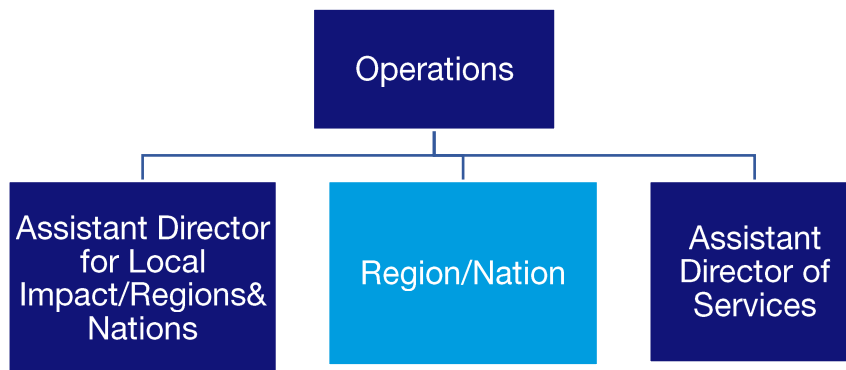
- Contribute to the development and delivery of a strategic digital engagement plan to support team and organisational objectives.
- Develop and deliver proactive communications to raise the profile of Diabetes UK in a geographically defined area using various social media channels.

- Work collaboratively with other Regional, National and wider organisation colleagues to share best practice and agree effective ways to digitally communicate and mobilise stakeholders from all communities, incorporating key messages across the UK.
- Build and maintain digital engagement with existing and new stakeholders, to inform and strengthen Diabetes UK's social media and online activity and overall profile.

Directorate and team

This role sits in the [Nations and Regions](#) in the [Operations Directorate](#)

Department



Main responsibilities

1. Working with the Communications Manager, develop and deliver a local digital engagement plan targeted to support the team to achieve the organisational strategic outcomes.
2. Analyse social media activity and engagement, identifying trends to inform plans and maximising opportunities to extend reach and impact.
3. Develop and deliver proactive social media activities as part of engagement and mobilisation to raise the profile of Diabetes UK in all relevant online media.
4. Contribute to the development of Diabetes UK's digital resources and assets.
5. Work collaboratively with colleagues to share best practice and to identify and develop ways to reach, recruit and mobilise people with diabetes for local campaigns and influencing work.

6. Work alongside the Policy, Campaigns and Mobilisation team to make sure local and national mobilisation activity is well coordinated.
7. Proactively engage with team planning to ensure online & social media and engagement opportunities are maximised in delivering our strategy.
8. Input into the development and production of campaign and mobilisation materials and briefings, providing regional content and helping recruit case studies.
9. Ensure the voice of people affected by diabetes is effectively heard throughout social media and other communications activity, proactively evidencing patient experience.
10. Utilise online tools and platforms to set up and promote Diabetes UK events and meetings to external audiences, and to lead, manage and attend virtual/online events as required. Including webinars and volunteer events and conferences.
11. Work with the Communications Manager to develop a cohort of social media champions including healthcare professionals and volunteers, to ensure Diabetes UK key messages are effectively and coherently delivered in respective regional and national media channels.
12. Work closely with Communications Manager, in increasing and developing case studies in the communities with people with diabetes. Keeping clear oversight of all digital communications.
13. Recruit and manage social media volunteers, campaigners, supporters, to showcase powerful human-interest stories to relevant audiences.
14. Have responsibility for developing digital content for Diabetes UK local websites, news pages, and geographically defined social media channels.
15. Support wider communications function in absence of Communications Manager.
16. Work with the Central Digital team in supporting delivery of funded programmes of work targeted at specific populations.

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:

1. Ability to travel to meetings in Central office or other regional/national offices are required.
2. Be able to work out-of-hours when required.

You will have experience in:

1. Experience of using social media scheduling and management software to plan, monitor and evaluate engagement e.g., Hootsuite, Sprout, Orlo.
2. Experience in online content management systems; to upload and maintain content on regional webpages, and all online content.
3. Experience of motivating and supporting others to deliver digital and social media communications.
4. Experience of working in digital engagement and mobilisation including social media, and knowledge of regional requirements.
5. Knowledge and experience of carrying out communications projects across a range of disciplines including marketing, digital, print and events.
6. Experience of using social media as a regional/local campaign tool to influence service improvement and to improve the lives of people living with diabetes.
7. Experience of developing, delivering, and evaluating digital engagement plans, and working with key colleagues to support the delivery of national plans.

You will have skills in:

1. Excellent copywriting skills, with strong attention to grammar, punctuation and accuracy of health and policy related content.

You will have knowledge:

1. Demonstrable understanding of the reputational, legal, GDPR, consent and safeguarding risks involved with media relations and social media, and how to mitigate against these risks.
2. Knowledge and experience of carrying out communications projects and plans across a variety of digital platforms, including websites and social media. Demonstrable ability to maintain, review and improve online information and resources
3. Possess a keen sense and excellent knowledge of the social media landscape, particularly in relation to health issues

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

1. Effective communicator within team and organisationally; to develop training of basic digital and social media skills to volunteers, local groups, and staff.
2. Be able to develop, maintain and influence relationships with internal and external stakeholders and staff at all levels, with ability to ensure voice of person living with diabetes remains key. Working with case studies, developing stories and relationship management.
3. Ability to manage reactive and proactive digital and social media function, and to engage with digitally excluded as part of overall engagement and mobilisation.

Qualifications/professional membership (if applicable):

Recognised digital communications qualification e.g. Digital Marketer level 3 apprenticeship, Digital Community apprenticeship, IDM Certificate desirable.

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 benefits 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

