

MEDIA OFFICER



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
DIABETES UK

DIABETES UK
HEALTHY LIVING. FIGHT DIABETES.

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.

Tackling inequality is part of our mission, and we're committed to being a diverse and inclusive organisation, for all of our people and volunteers. We have a friendly and inclusive culture, with a range of staff networks and ways to get involved. You can find out more about our approach to equity, diversity and inclusion in our strategy here [EDI Strategy Branded version 22 March 2023.pdf](#).

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: Media Officer

Contract type: Permanent

Hours: 35 (full-time)

Band: 6

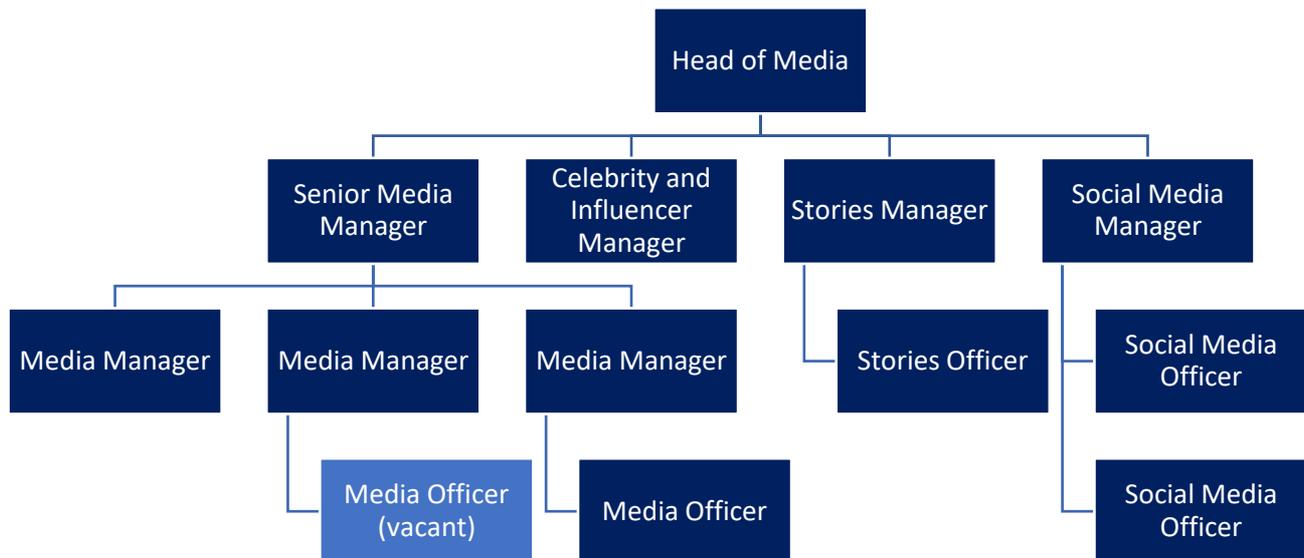
Key relationships (internal and external): Reports to Media Manager. Fundraising, Social Media, Regional, Research Communications and Clinical teams.

Key focus of the role: This role is responsible for delivering creative media activity, and with a primary focus on Diabetes UK's flagship fundraising and awareness campaigns. You will be a pivotal in ensuring Diabetes UK's activities receive standout and sustained media coverage across print, consumer, broadcast and digital news outlets. As part of the UK-wide media team, you will play an important role in our busy newsdesk– responding to journalist enquiries and working with colleagues at every level across the charity.

Directorate and team

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

Department



Person specification

All jobs at Diabetes UK are based on

- The key activities you'll undertake and
- The skills, knowledge, experience and behaviours you need to be successful in this role

You will be able to:

- Identify strong news angles for proactive and reactive media opportunities
- Work and negotiate with colleagues to develop high quality media materials around our fundraising, events and corporate partnership activities, as well as telling real life stories in regional and national press.
- Spot and tell a good story, as well as advising internal stakeholders on how to do the same.

You will have experience in:

- Using excellent written communications skills to write sharp, engaging copy for a variety of audiences.
- Using your strong interpersonal skills to develop positive relationships with stakeholders within and outside of an organisation
- Developing media activity to achieve coverage for projects and campaign activity
- Working as part of a busy newsdesk

You will have skills in:

- Writing succinct, powerful copy
- Remaining calm under pressure
- Managing a varied workload and reprioritising as necessary

You will have knowledge of:

- UK media landscape
- The reputational and safeguarding risks involved with media relations and social media, and how to mitigate against these risks.

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

- Organised, with strong attention to detail, particularly in time sensitive situations.
- Have a calm, proactive approach, with the ability to adapt and prioritise effectively while undertaking multiple activities simultaneously.
- Continuously showing commitment to producing quality work

Qualifications/professional membership (if applicable):

Desirable but not essential: recognised communications qualification e.g. CIPR certificate, NCTJ-accredited qualification, or level 4 Public Relations apprenticeship

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.



Our Networks

A range of active and supportive colleague networks such as the Pride network, Global Majority network and Women's network.



Early finish Friday

Early finish Friday and flexible working as part of our approach to activity-based working (not applicable to roles with fixed shift patterns).



Employee assistance programme

Employee assistance programme to give you support on any issues that come up in life.



Annual season ticket loan

Annual season ticket loan* (on completion of your probation period and if contract is permanent or longer than 12 months).



Cycle to work scheme

Cycle to work scheme.

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

