

**DIABETES UK**  
KNOW DIABETES. FIGHT DIABETES.



**MEDIA OFFICER – POLICY  
AND CAMPAIGNS**

# 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:** Media Officer – Policy & Campaigns

**Contract type:** Fixed-Term Contract (12 months)

**Hours:** 35 (full-time)

**Band:** 6

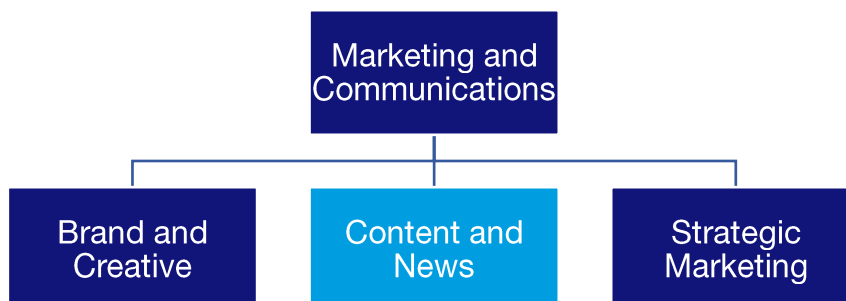
**Key relationships (internal and external):** Reports to Media Manager (Policy), Policy and Campaigns, Regional and National Communications Managers, Research Communications and Clinical teams.

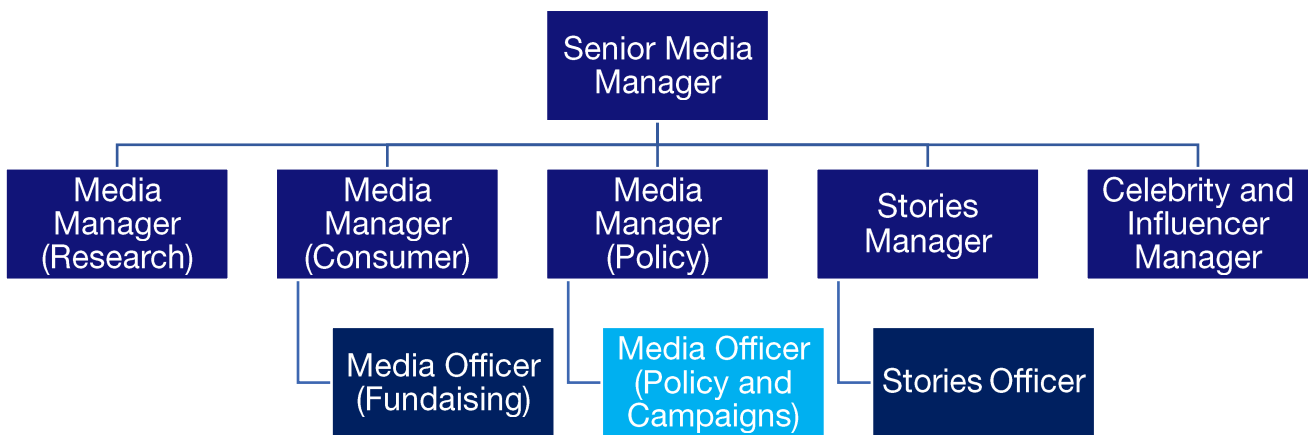
**Key focus of the role:** Delivering creative media campaigns, and with a primary focus on our flagship fundraising and awareness campaigns, you will be a pivotal to delivering the media relations to ensure key Diabetes UK activities receive standout and sustained media coverage across print, consumer, broadcast and digital news outlets.

## Directorate and team

This role sits in the [Content and News team](#) in the [Engagement and Fundraising Directorate](#)

## Department





## Main responsibilities

- Support the delivery of proactive media campaigns – with a focus on policy and campaigns – to raise the profile of Diabetes UK
- Analyse and translate complex information into high quality press materials.
- Act as first line of response to media enquiries; generate Q&As and brief spokespeople as part of a busy press office team.
- Build and maintain relationships with relevant media contacts to inform and strengthen Diabetes UK’s media activity and profile.
- Interview and support media volunteers to pitch powerful human-interest stories to relevant media outlets
- Ensure processes are followed to communicate and share media activity and good practice internally to maximise opportunities and improve quality.
- Identify reputational risk and contribute to appropriate crisis communications/ reputation management processes as required
- Promote Diabetes UK events and meetings, and attend them as required, which may include out-of-hours working, and take part in an out-of-hours media rota.
- Support the wider Marketing and Communications team in delivering impactful media stories for key organisational moments such as our annual conference, World Diabetes Day and Diabetes Week.

## 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:**

- Identify strong news angles for proactive and reactive media opportunities
- Work and negotiate with colleagues to develop high quality media materials, including trade media articles, news stories for national and regional audiences and punchy reactive comments
- 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.
- Developing positive relationships with stakeholders within and outside of an organisation, being engaging, and with strong interpersonal skills.
- Media activity to achieve coverage for projects and campaign activity

**You will have skills in:**

- Writing succinct, powerful copy
- Remaining calm under pressure
- Managing a frequently changing workload

**You will have knowledge:**

- UK media
- Demonstrate understanding of 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):**

1. Being organised and paying close attention to detail and accuracy particularly in time sensitive situations.
2. Have a calm, proactive approach, with the ability to adapt and prioritise effectively whilst undertaking multiple activities simultaneously
3. 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 the benefits we offer you.



## **Annual Leave**

We want 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 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 careers goals, including offering a wide range of training, which happens throughout the year.



## **Gym membership**

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

## Get in touch

Email [recruitment@diabetes.org.uk](mailto:recruitment@diabetes.org.uk)

Call **0345 123 2399**

Visit [diabetes.org.uk](https://diabetes.org.uk)

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

