

HELPLINE ADVISOR



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: Helpline Advisor

Contract type: Full time, permanent

Hours: 35

Location: Wells Lawrence House (London)

Salary: £30,804 to £34,227

Role reports to: Helpline Team Leader

Key relationships (internal and external): Helpline Team and Team Leader, Customer Care Centre (CCC) manager and team leaders, Supporter Care Team, Online Support Forum, CCC information team, Clinical team, Safeguarding team and people living with and affected by diabetes.

Key focus of the role:

To provide a consistent, high-quality information and support service for people living with or affected by diabetes by delivering accurate and impartial information. The focus of this is to use clear communication and listening skills to provide emotional support, information, and guidance, both verbally and in writing.

Key tasks and responsibilities

- To advise and support people living with and affected by diabetes over the phone and in writing via email, webchat and social media within the service level agreements.
- Communicate clearly and effectively (sometimes complex) health information both verbally and in writing to a wide range of individuals who engage with the helpline service.
- Offer emotional support and where appropriate to report safeguarding concerns by following Diabetes UK's safeguarding policy.
- Demonstrate the desire to update your diabetes knowledge and skills through appropriate learning and development activities and proactively seek relevant training and learning resources for self-development.
- Proactively seek answers in real-time to resolve customer queries by using reliable sources of information, for example the Diabetes UK website and NICE guidance.

- Handle challenging calls and develop a strategy for dealing with these, monitoring own stress levels using mechanisms to help manage this.
- Complete mandatory data capture entries on our CRM system in a timely manner.
- Be confident and competent in using IT and different IT packages and programmes and attempt to resolve any IT issues first before escalating to a team leader or the IT support team.
- Work closely with the Helpline team by actively participating and contributing in team meetings and briefings, as well as within your monthly one-to-ones.
- Manage a busy workload by prioritising the most urgent and time sensitive queries.

Person specification

	Criteria:		Assessed via:	
	E	D	A	I
Experience				
• Working on a helpline either in paid or voluntary capacity.	X		X	X
• Providing emotional support, health advice and guidance both verbally and in writing.	X		X	X
• Handling personal and sensitive information in a legal and complainant manner.	X		X	
• Handling safeguarding concerns.	X		X	X
• Managing challenging customers appropriately and professionally.	X			X
Knowledge				
• The different types of diabetes and how the condition is managed.		X		X
• Understanding of how you support people emotionally (such as active listening and empathy)	X			X
• Equality, Diversity and Inclusion issues and principles		X		X

Skills				
• Proficient IT skills required to use a CRM system and undertake all administrative and reporting requirements • Excellent written and verbal communication • Ability to adapt communication to a diverse audience • Ability to manage a complex workload and prioritize what is needed	X		X	X
	X		X	X
	X			X
	X		X	X
Qualifications/Professional membership (if applicable)				
Counselling Skills		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

For candidates

All employees are expected to abide by our values and behaviours framework which can be found here [Combined general and people managers framework](#). Below are a set of behaviours that you will be expected to demonstrate in your application form and that will also be explored during your interview.

We keep things simple

- Use clear, accessible language, avoiding jargon unless it's relevant to your audience.
- Be clear, when making a decision or sharing information, about who you are
- involving and why.

We Make change happen

- Speak confidently about the impact we've made and our ambitions for the future.
- Review and evaluate what you do, considering diverse perspectives and the impact it has.

We're Driven to know more

- Proactively look to learn more and share your new knowledge and insights with colleagues.
- Admit if you don't know something, be comfortable showing vulnerability.

We put people first

- Recognise that people are individuals with different preferences, circumstances and needs.
- Consider your workload and personal well-being so you support others well rather than trying to help everyone.